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**HIDDEN MARKETING ASSETS**

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**INTERVIEW SERIES**

**The Secrets Millionaires Spill At  
A Jay Abraham Seminar... And More  
From Legendary Marketing Expert  
Glenn Osborn**

 Michael Senoff's  
**HardToFind** Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

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# **The Secrets Millionaires Spill At A Jay Abraham Seminar... And More From Legendary Marketing Expert Glenn Osborn**

Hi it's Michael Senoff with Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com) , get ready because I have an incredible series of audio interviews. It's in four parts: Part 1 is called The Secrets Millionaires Spill at Jay Abraham Seminars and more, from legendary marketing expert Glenn Osborn.

Sometime ago, while Glenn Osborn was at a \$15,000 Jay Abraham seminar chock-full of successful marketing millionaires, he noticed a trend. Millionaire after millionaire would get up in front of the crowd and say things like, "Thank you, Jay, I just made 400 million by incorporating thank-you cards into my marketing." Everyone would applaud, and the guy would sit back down. This happened time and time again, and drove Glenn crazy because Glenn wasn't there to applaud – he was there to get information.

So while everyone else moved on with their day, Glenn would go to the back of the seminar and interview millionaires for specifics on the things they were bragging about – he wanted to know how they made that 400 million using thank-you cards, or how they got a 70% response rate after the fifth direct mailing. And they usually told him.

So in this four-part interview, you'll hear all about the secrets Glenn learned at those seminars along with more tips and tricks from this legend including sneaky ways you can incorporate NLP into your marketing, how to use your best clients as a "bank," the only effective way to do telemarketing -- and even how to do a handwriting analysis.

## **Part One: \$15,000 Seminar Seats And The Secrets Behind Them**

Glenn sold seats at Jay Abraham seminars, and he was good at it. With his approach, he could sell seats to just about anyone because he realized prospects were already sold on the seminar; they just didn't have the money to go. So he would look for ways to make them the money. And in Part One of this audio, you'll not only hear how he did that, but you'll also get a behind-the-scenes look at the hidden secrets only the insiders at a Jay Abraham seminar know including...

- The one secret Jay Abraham said he would keep if he had to give away all of his marketing secrets... except for one
- How to barter your way into a \$15,000 seminar – and actually have them pay you to go
- The one clumsy mistake Jay Abraham says 98% of all people make when creating an ad – see if you're falling into this credibility-killing pitfall
- The secret way Ben Gay closed his sales – you'd never catch Ben just asking for the money

- Marketing lessons you can learn from an ugly tongue contest
- The newsletter that made Glenn \$50,000 a year -- the easy (almost therapeutic) way he compiled each issue and how he sold them
- The hidden “bank” Glenn discovered gurus could use with their best clients – believe it or not, there’s a way you can borrow money and pay it back using products and discounts
- The number one rule you should keep in mind when telemarketing that sells prospects on their own problems and wish lists

You’re going to love this interview, now let’s get going.

Hi I’m Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com). For the last five years, I’ve interviewed the best business and marketing minds. Along the way, I’ve created a successful publishing all from home, from my two car garage. When my first child was born, he was very sick and it was then that I knew that I had to have a business that I could operate from home. Now my challenge is to build the world’s largest free resource for online, downloadable mp3 audio business interviews. I knew I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I’ve learned a lot in the last five years and today I’m going to show you the skills you need to survive.

Michael: Hey Glenn, its Mike Senoff.

Glenn: Hey, how are you Mike?

Michael: I’m good. How are you doing?

Glenn: I’m doing great. Usually when I’m on the phone with people I have to warn them and say, now remember- I’m going to be a little different than the usual conversation. They say, oh ya? I say, ya- the ideas that I’m going to be sharing are complicated and I discovered that Harvard Business School did a study and their big “ah ha” was that none of their students was learning anything in the complicated areas that they were studying, unless they were sharing case studies.

Michael: That’s right, I remember reading that.

Glenn: Adding the minutia to it.

Michael: I know you wrote out on your list, ya know- who wants to hear about me? But I’m interested in you as an information marketer, as a storyteller, as your model for marketing, I want to share with the listeners your success, some of the things you’ve learned and I want to integrate these stories in there as well. So I want it to serve two purposes: I remember when I first started buying Jay Abraham’s stuff and I came across your stuff and this was 15 years ago, you’ve been doing this a long time. So I know you’ve been around and you’ve studied a ton of stuff so I want to know more about Glenn Osborn. Are you making money with this stuff? If you share how you’re doing, I like your cliffhanger style story telling technique, we could talk about

that and the results of that. Your unique writing style and the way you misspell words and that whole uniqueness that you have to you.

Glenn: I listened to you interview my mentor, Ben Gay.

Michael: Is he your mentor?

Glenn: Ya, he's one of them.

Michael: Great.

Glenn: The guy's a genius. He's one of the two people I've ever met who had a billion dollar way of asking for money, invisibly. Ya know?

Michael: Is that through his closer book?

Glenn: He uses it all the time on the phone. Well, I shared a billion dollar close with him from Walter Hilly and he told me what he did. And then I realized oh, he's been using it on me every time I call.

Michael: Ben and I email back and forth, not all the time, but he's on my list, I'm on his list and we communicate with each other.

Glenn: Ben started the whole MLM industry, so he's just a phenomenon. And he's one of two people I know that had a lot of dealings with Napoleon Hill. So right back to Andrew Carnegie, it's not that long ago.

Michael: What was his secret close?

Glenn: A lot of people say, well would you like to pay me some money? Or sign here and people say, no. And then you've got to go away. So Ben says, well let me ask you a few questions. He'll catch you on the phone. He'll say, ok based on what we discussed, what would you like to do next? Alright. And there's a silence. And you find yourself saying, well I guess I need to buy a book or what's the program for this or oh god, the man is dangerous.

Michael: And that's it?

Glenn: That's it. And when you're talking to him, he casually name drops the fact that one of the clients he was sending his postcards to, gave him a percentage of a business he was helping advise on. And he sent him a check; it was \$50 million or something. So he's a character.

Michael: He is. That's great. How far back do you go with all this marketing? Were you ever a Jay Abraham protégé?

Glenn: Here's how I started. I'd been fired from dozens of jobs. Not for doing a bad job, for scaring the boss. My father never told us, but he's a closet entrepreneur. So I didn't know that entrepreneurs are about 2% of the world and the rest of the world are the grey, huddled masses. So we're the ones that make everything work, so I'm always trying new stuff. That's

why you'll hear some of what I'm doing- I follow what's working, not what the experts say. And that takes me to some unusual places, but anyway- I had a bunch of jobs, got fired every time, I was driving a truck, had been plumbers helper, electrical helper, carpenter's helper, a lot of trades. And found myself as Coordinator- answered an ad, I was Maintenance Coordinator at a University, here in Baltimore. We won't mention names. So what happened was, there was nobody there who was working and the reason I'd gotten fired from all my other jobs is because I have this habit, I guess installed by my father of doing the jobs of people above me. 2, 3, 4, 5 levels above me. At first, they're happy. Get promoted. Then they get scared and they fire you. So pretty soon, Coordinator turned into Maintenance Supervisor for part of the campus. And then they bought and built a couple of high rises and apartment complexes that were the equivalent, so I jumped into that because it was a void. And I needed help.

Michael: How old were you at that time?

Glenn: Just out of college, so I was in my late 20's during that time. I had a bunch of jobs, got into this university situation and then I started looking for help. I needed ideas that worked, right? So I started buying information and I came across a guy named Gary North. Dr. Gary North. And started buying a lot of his stuff and I was listening to something he had called Firestorm Chats. And he interviewed this crazy man named Jay Abraham. They fought on audio. Jay wanted to control the interview and Gary says no, we're going to do it my way. You're in my house; you're on my audio tape. I'm the one who's got the Firestone Chat association, so he said ok, ok ok. Turned out that this was the only audio interview with Jay Abraham that made money.

Michael: Why do you say that? Explain.

Glenn: Controlling personality that he bowls all of his other interviewers over, but not Gary. So I thought wow, so I spent \$500 and bought one of Jay's programs, the first protégé program. \$15,000. So I counted my pennies and didn't tell anybody, which turned out to be brilliant. Cause I've interviewed hundreds of Jay Abraham protégés who had been fired from their jobs or had other terrible things happen when they came back and gave people ideas and how much money they spent, we got the jealousy factor and a lot more. So I didn't tell anybody. So Jay had this guarantee that if you don't make all your money back in 18 months, he'll refund your \$15,000. I thought oh, cool. And I did catch the one sentence right above the order form that said as long as you can prove that you've implemented 2 or 3 ideas. I thought duh, that's easy. So as soon as I got back from the first seminar, which was the first day. None of this had ever been done before. So there were people like Bob Morrison and multimillionaires from all over the world to watch. They paid their \$15,000 to try to figure out ok, how can I do this in my business? So I didn't know right away, but we all stood up and introduced each other and I could tell right away, there was a pocket of millionaires. Previous Jay Abraham grads or people who are really affluent, they had a customer list, they knew about marketing, they could write, they could telemarket. They had skills. So everybody else is staggering around, there were 500 of us at the first one. And every time, someone stood up and told a story about how Jay made money or whatever, when we had a break, guess where I was? I'd say, "tell me more about how 10x your income with thank you notes as an insurance sales manager for three

states". Because he stood up and said, "thank you Jay you gave me an idea, I was able to 10x (which turned into \$400 million extra, by the way) 10x sales in three states with thank you notes". "Yay", then he sat down. Well damn- what good is that? I was losing my mind and I looked around and nobody else was interested. I shot to the back of the room.

Michael: Who was it?

Glenn: This was 20 years ago, so I can't remember his name. I have all of this on audio CD programs and MP3. I don't use it myself; I don't want to spend 6 hours on the phone with a client, teaching him how to tell or whatever the problem is. So one of the things I do is supply \$10,000 worth of my CD programs to a new client and they learn how to get hot buttons, how to do the trial close and things they had never been taught.

Michael: So this was the beginning of it all at that Abrahams seminar, 500 people, you realized there were pockets of millionaires, and you were digging deeper.

Glenn: And all my time with the people who had the leverage, they were millionaires. Jay Abraham shared his stories in hundreds of different industries, but I discovered I couldn't apply that. The only way to learn it was do it. And the best way to get closer to that was quiz. And the people who were entrepreneurial and made a lot of money were very generous with their time, but nobody was asking. I showed up at the back of the room, outside the door where the guy was having a smoke, who had made \$400 million for his insurance company. You know what they gave him as a reward? They increased the number of states to manage.

Michael: Were you taking notes or were you recording?

Glenn: I took notes.

Michael: Did you ever call these people up after the seminar and record your calls with them?

Glenn: I have my own mastermind group.

Michael: Do you have hundreds of hours of these calls?

Glenn: Ya, I have twenty some, well I've ever bartered for Jay Abraham seminars in Australia. The Australians would complain that Jay had an accent and he was hard to understand. Plus, they're more socialized over there than here, so it was illegal to advertise in a lot of businesses in Australia. So Jay really pulled out the stops and the audio tapes from Australia are a hundred times more valuable than the US. I got them all. I went to 15 of Jay's events to meet self-made millionaires. That's how I started my newsletter list; I was charging \$500 and selling collections of case studies.

Michael: When did you start your newsletter?

Glenn: I guess 1990.

Michael: Was it a physical newsletter back then?

Glenn: Ya it was snail mail. I mailed it.

Michael: And how many subscribers at the height of it that you were able to get it to?

Glenn: Probably about 100 subscribers.

Michael: How much was it?

Glenn: It was \$500 a year, so I was making some money. But that was what I was doing part-time. Mainly, I didn't want to lose all this information and I needed a way, like a journal- my journal is my free newsletter. It's got thousands of case studies and things that were making people money. Anyway, from getting fired from dozens of jobs to starting work at the University to discovering Gary North and then Gary North got me referred to Abraham and there, I discovered a nucleus of multimillionaires. Many of us were back at multiple events because we discovered the people that took action would come back and Jay would be talking about the same stuff. But, we heard it differently. Because I was running ads for tile companies owners and roofers and doing marketing. I had 200 contractors at the University. Eventually, I was the Assistant Director. There was no Director. The Maintenance Supervisor quit- too much work. And the Housekeeping Supervisor quit. So I was doing 4 jobs and working over 100 hours and I was getting overtime and all kinds of crazy stuff.

Michael: And you were doing this all through your Jay Abraham seminar experiences? You're listening to an exclusive...

Glenn: So I attended Jay Abraham, came back and instantly applied all of that. I had a page on all of my maintenance and housekeeping people. I knew which ones had a dream of designing women's clothing and here they are working as a janitor. So I would cut things out of magazines, I'd go skim a couple hundred magazines, just to see what's new. I learned to read really, really fast without attending any of the speed reading. So I was an information machine and boy was I flipped on autopilot high revolutions. Because I knew that just a short window of time.

Michael: What do you mean a short window of time, for what?

Glenn: Well, at the pace Jay was doing this, his secret is also something that's not really shared among gurus. 90% of the money that these people make is by endorsing each other to their own lists of people that trust you. So I knew that Jay was kind of run out of list to get endorsements to.

Michael: Ok, give me an example. So you're saying 90% of the money he makes is...

Glenn: All of it. Ya. Somebody asked him, if you had to give away all of your marketing secrets except for one, which one would you keep? He didn't hesitate. He said endorsements. You know? If you look at everything he does, a couple years ago he did a \$50,000 seminar to financial planners. That was a joint venture with somebody else. But how do you get \$50,000 out of somebody? You have to find a long time newsletter publisher or somebody who has absolute trust with his customers.

Michael: Who endorses you.

Glenn: Yep. Who endorses you and then you say ok, if you say I'm going to make double, triple, quadruple my \$50,000 back, ok I will send you \$50,000. He had a massive amount of trust.

Michael: So you saw the writing on the wall, he already had Gary North endorse him, he already had Phillips Publishing endorse him, so he was going to eventually run out of people to endorse him.

Glenn: I also jumped on the train and started telemarketing, selling seminars. I sold over a \$1,000,000 worth of seminars for Jay.

Michael: Oh you were selling for Jay?

Glenn: Ya.

Michael: Oh tell me that story, how did that occur?

Glenn: Well I had a different method as usual. Everybody else would kid— again, Jay goes through partners quickly because he burns everyone out. So Bill was the partner at the time.

Michael: Bill who?

Glenn: I won't name names.

Michael: Bill Clark, because I know.

Glenn: You shouldn't have said that. There's a lawsuit between the two.

Michael: There's a lawsuit between them?

Glenn: This is 15/20 years old.

Michael: Oh was there a lawsuit back then?

Glenn: Ya they tried to pull me into court to give testimony because I was inside the machine.

Michael: What was the partnership between Abraham and Bill Clark?

Glenn: It worked like a machine because each of them had their skills and they were totally different- opposites attract. So Jay was the guru who planned everything, big picture and did the seminars and Bill was the minutia guy. So I was working with Bill, he sent us 100 names of people that Tony Robbins, say, had endorsed. And our job was the telemarket through.

Michael: So you were telemarketing Tony Robbins names to sell seats to Jay's expensive seminars?

Glenn: Yep.

Michael: I see, so he wasn't selling it only through the endorsement letters of Tony Robbins and these tapes. He was on the phone telemarketing as well.

Glenn: Tony gave Jay his list and we called them, so most of the sales happened over the phone.

Michael: See I was unaware of that. That's interesting information.

Glenn: A small amount would get excited, if they are in a small amount of pain, they might buy something. But that was me. I got a 50 page sales letter while subscribing to Gary North Firestorm Chats. And thought, wow- this is exactly what I need. I'm in a lot of pain, I'm doing 5 jobs, I need to get the heck out of here.

Michael: So you and myself, the way I got involved, were looking and we're the small minority. The majority were telemarketed through an operation- a telemarketing campaign.

Glenn: Ya, and since I was doing it, I just discovered the secret was you've got to find what people want and what they want to get away from. There's a pain and a problem and also an opportunity, so you needed both and you needed to figure what it was.

Michael: But Bill Clark was handling all of these operations and you were one of his telemarketers. Can you share what kind of deal you struck? Like, would you just get a percentage?

Glenn: We would get a percentage of everything we did, ya. We'd send it every week because I wanted my money, I'd send in a list of what you've closed. So that was the start.

Michael: But each one of the protégés also had the rights to resell all of Jay's programs for profit.

Glenn: It wasn't that way in the beginning, but then quickly, Jay would send us a letter and say, by the way, we've had several people make money by bringing people to the events. So, if you bring somebody here, we'll give you a percentage of the \$15,000. Quickly, we burned through the number of people who would pay \$15,000, so that dropped to \$5,000. So you got a percentage.

Michael: What kind of percentage was he paying out? If you brought someone to a \$15,000 seminar..?

Glenn: If you brought someone to a \$5,000 seminar, you got \$500.

Michael: So 10%.

Glenn: Ya, so I wasn't involved in the joint ventures at the \$15,000 level, I was still going back and trying to learn this stuff. But I quickly learned- oh, I could do what Jay is doing. So people say, I called up and wanted to barter for a seat and they said- they don't barter. I said, you said it wrong. What you do is call up and say, I have a \$15,000 check in my hand for

somebody I'd sold, I know it only costs \$50 to rent a chair at the Doubletree, so would you pay me \$50 for a \$15,000 check and let me come to the seminar for free? I did that 15 times.

Michael: What did they get?

Glenn: I only dealt with the number 1 sales guy, so he and I developed a relationship.

Michael: The number 1 sales guy for Abraham seminars?

Glenn: Ya.

Michael: So a fellow telemarketer who was number 1?

Glenn: Ya, he worked for Jay.

Michael: Can I ask who that was?

Glenn: No, we're not going to get into names. It's too much acrimony involved in all of this. Because big money, there's a lot of ill will.

Michael: I don't understand how Abraham gives you a seat to a seminar, but what is he getting in return?

Glenn: He's getting \$15,000.

Michael: He's getting that in cash?

Glenn: I called up and say, I got referred from my number 1 sales guy, he couldn't close somebody. He said, this is a good prospect, but he can't close them. If you help me, you get a free seat, you get to come to the seminar, I just saved \$5,000.

Michael: Oh the number 1 sales person, if he couldn't close someone, he would call you to close the deal.

Glenn: I was the only one that did this.

Michael: So if you closed the deal, you got to go to the seminar for free. I got you, now I'm clear. And so you did this 15 times.

Glenn: \$15,000 win/win. He got his sales percentage because nobody knew it was me for that sale, so he got paid and everybody was happy.

Michael: So this guy knew you could close and sell.

Glenn: I did it differently than all the rest of them. What I did was make everybody that he referred me to, money. They sold seats. I made them so much money that they said, ok, I've got to come to this seminar. This one woman said, I don't have any money but I've got this piece of property, 20 acres by the river. If you could help me sell it, so I wrote an ad, sold in 48 hours. The headline as I remember was something like "must sell river front property to go to \$15,000 seminar". We told the truth. Each one of the wise things that Jay shared. I don't

know, its way up there. 95% of the other people trying to sell stuff create a fake reason why, or don't even have a reason why. For example, they say if you don't buy it now, the price goes up tomorrow. Or they'll email and say, three days left, we're counting down just for fun, for example. Dan Kennedy, I called up the day after the event was over. I said, I'm terribly sorry but I'm late. I know you can't probably sell it to me but I've got a thousand dollars here, I wanted to buy it. They sold it to me.

Michael: Sure. Tell me how you sold the woman's property. So give me an example, let me lay out the situation. Your top salesman couldn't close someone, he says "Glenn I need help closing, if you close this, I'll get the commission and you get to come to the seminar free or the \$5,000 or the \$10,000". So instead of asking her for money, you approach her and look for ways that you can help her make the money.

Glenn: I said how can we make you a bunch of money so that you can take part of it and come to this event, which will change your life? So she was a Tony Robbins, we used that endorsement; Jay had already mailed her some stuff probably. So she was aware, she just didn't have the cash. So I made her the cash. I wrote the headline in the ad.

Michael: She gave you the idea of possible ways, so she said I've got this...

Glenn: Ya, whatever you've got. We're looking for leverage. That's something else that I've got that nobody else has, I have a list of 10 or 15 instant money shortcuts because I was working with somebody that wanted his money back and Bill or somebody didn't want to refund the money, so he said ok we're going to give you this and give you that and they started throwing money making ideas at him, so he said hey look at this. I've got all this insider information.

Michael: I need you to elaborate on that. There was someone that maybe wanted their money back. Bill doesn't want to give their money back, so instead, he just adds more value.

Glenn: Let me give you the story. Each of these has a case study to it and as I said, when I'm on the phone with somebody, I warn them – I say look, Harvard Business school did a study that proved when they shared case studies, all their stories with the minutia and the detail, their students get A's. They remember it, they retain it. But if you don't have it within a case study, it gets lost. And this is how I learned, personally, so I share them with other people. So I found this guy who was a young whippersnapper. He was about 21, been to the Jay Abraham \$15,000 seminar. He started doing consulting. The guy says, ok I'll pay you \$25,000 for this and \$15,000 for that and the second client, third client, he shows up to get a check and they said, "ok I know you did a great job, but how old are you? I've got shoes older than you". They'd tear up the check up right under his nose. So he calls Jay right away and wants his money back. He called me, I had already interviewed Joe Sugarman and Joe said, oh that happened to me too. All I did was go to a actor's guild, find an actor who is 50 and grey, pay him \$100, gives him the example of the ski resort. They owed him \$150,000. So I go in, say "hello this is my company and I'm a sales person and we'd like to talk to so and so and get the check", the 50 year old actor would do his thing, get the envelope, he didn't know there was \$150,000 in the envelope, Joe Sugarman would pay the guy \$100 and he'd happily turn the

envelope over. Joe would march off with \$150,000 and the actor would take his \$100 and go get a beer. Well, we didn't know that. So Bill said oh, god we don't want to refund \$15,000- what can we do? He says, well here's a list of 10 magic money shortcuts within any business that you want to look for and nobody else knows about, just Jay. And here's a letter that Jay uses to make a few \$100,000 on the side and it's got a secret to it where you get paid no matter what. You can guarantee results. Do a lousy job rewriting their ad and you still get paid. So I was helping the guy, he jumped into three companies that I knew. He bought up a tanning salon out of bankruptcy. Started a newsletter. And then merged it with where you go in and you rent movies and stuff.

Michael: Video rentals?

Glenn: Video rentals, right. Thank you. So have you ever seen a video rental and a tanning salon under one roof? He did it and he created a monster of a hit, turned it from bankruptcy into millions of dollars and then he sold it. And he called up laughing and said, "Glenn, you're never going to believe what happened". I said, "what? What?" "I sold my tanning salon/video rental and met some guy who used to be a customer and said hey- what happened? What do you mean what happened?" He said I couldn't understand what he was talking about. But then the guy that bought it called me up and said hey, "we've got a guy who's got a complaint. Do you have a list of your customers?" He said, "wait a minute. I left a list on the computer, right there". "Oh we needed the space and we deleted that". And Gary says, "what- you deleted the customer list?" He said he staggered over and had to sit down.

Michael: Ya, I'm lost ok. You had the young consultant who was unsuccessful and he had clients wanting the money back. Bill says here's some secrets that'll help you get paid, now take me from there. For more exclusive interviews, ...

Glenn: So he explained well, number one. Bill or somebody gave him the advice of: find an older man to go with you, if you insist on picking up the check.

Michael: And he did that?

Glenn: He did that. Another way to do it is send Federal Express. Federal Express has a special service where you can send an envelope and then call them, you know exactly when they're going to arrive, you're on the phone with them, and write the check, stick it in an envelope and Federal Express brings it back to you. I've used it many times.

Michael: Does that still exist?

Glenn: Ya, most people don't know about it but it really works good. There's a significant number of older people that won't PayPal or do anything, they will only work by check or they'll throw some cash.

Michael: So these are some secrets that Bill shared with the young consultant to appease him so he wouldn't want his money back.

Glenn: Ya I found out about them because I was working about the same time, I found out that this guy was doing things.

Michael: But before we go into another story, what ultimately happened with the young guy?

Glenn: I helped him through three different iterations. He kept buying and selling businesses.

Michael: Ok, so this was the young guy who bought the tanning salon and he merged it with the video rental and made-

Glenn: Number one, when I first talked to him, he was laughing and says, "Glenn you'll never believe what happened". I said, "I'll believe it, what happened?" "I came back from Jay Abraham, I was salesperson" for a -really expensive cars- they're old, Model T's, that kind of stuff. So this guy was working as an auctioneer I guess. So he was doing sales for that. Came back and he had this brilliant idea, so he said "wow- we ought to do this, we can start another division". And within 24 hours, an attorney called him up and said, you are on permanent layoff. We're not firing you, you're just laid off permanently. So he watched and they wanted his idea and turned out they wanted his idea but didn't want to pay. So he got thrown out of his job, I've talked to dozens of Jay Abraham people that that happened to. You don't want to talk about things without finding out where the lay of the land is. One of the first things that I now advise people to do is use my Instant Handwriting System to find out who has got a bunch of hell traits, if they're a pathological liar and a bunch of other problems. Anyway, so that was number 1. He instantly got fired from his current job. So then he was doing work for a couple companies, he had trouble getting paid from, Bill told him how to get the check. Then I came in and I was working with Harley Davidson store and he 10x their income there by doing joint ventures and then he met some beautiful brunette, got married and moved to a really ritzy area and business was terrible. He bought a bar. It was not doing well and he put an entire wall using affluent male ego against himself. He put together a recipe book of 1,001 martinis. Have you ever been to a place where they've got the names of all of your best customers and who's drunk the most different martinis out of the total 1,001?

Michael: No, I've never seen that.

Glenn: Well there's a lot of places where if you go in, they'll have a coffee mug with your name on it. You become a good customer, you come in every morning for breakfast. There's a whole wall of coffee mugs.

Michael: So he built this whole wall, what was on the wall? Customers?

Glenn: Well it's like you go in and you play pinball. The guy who's got the highest score has got his name on the machine. Ok, so its pinball. He's using that psychology. So he says it's a terrible thing, but these guys are bored, they've got all this money, they don't have anything to do, so they just come in and drink martinis and say ok- now I'm number 1. Well then he comes back the next day, somebody's passed him. So he's selling martinis like crazy to these guys to say they're number 1 at the top on the pyramid.

Michael: Would he put their picture up on the wall?

Glenn: Put a picture up. I've done this with restaurants, roller rinks, all kinds of stuff because they've got a food concession. So we'll have the ugliest tongue contest. See a picture of some kid who has combined some purple drink and some green and he sticks his tongue out and we take a picture and he's on the wall, right? Man, we're selling drinks like crazy because they want to be on the wall with the ugliest tongue. It works.

Michael: Oh I like that.

Glenn: But in return for helping this guy with this, and he was paying me consulting fees, he also shared what he got that was inside the secret marketing world of Jay Abraham and Bill, that's how I got ahold of it. So to my knowledge, I'm the only one plus Gary that has it.

Michael: So you can't share with me, who the star Abraham consultant was?

Glenn: No, I'd rather not.

Michael: Is he still out there?

Glenn: Ya, he's still out there. But there's a whole bunch of stories on Abraham consultants. It's not just him. There are thousands of them. They're going their thing, but what I've done is link up with as many as possible and stay in touch. So I have a mastermind group that is shared with hundreds of other entrepreneurs. That's the source of a lot of my information.

Michael: When did you get off the physical newsletter and go digital, online?

Glenn: There's another lesson. You learn best by making mistakes. I had a partner at the time, I went to Jay with another guy who said, "I'll do all the mailing and a lot of the other stuff, you collect all the stories and write them up and we'll team up". I said, "oh ok". So after about a year, I couldn't get him on the phone.

Michael: Just so I'm clear, you had a partner who was going to work with you and both of you went to Jay.

Glenn: Ya, we got permission to start a newsletter based on case studies from protégés.

Michael: And Jay granted you the license to be able to do that?

Glenn: No, it was all unofficial. We just wanted permission. There were two or three other people doing it too, but nobody else survived. Nobody else could do it as well as I could. I can tell a story, as you can probably tell. You have to interrupt and say- ok wait a minute, what's the rest of the story? Because one story interrupts another. Jay and I have that in common, if you're ever in a room with Jay, you have stacked case studies and integrated case studies and integrated case studies and linked and it's like a 3D rolodex type situation. We've got stories coming in a mastermind fashion. The guy is really a genius at pulling information out of people. One thing reminds you of the next and the next. So when I'm doing a consultation,

what I do is write down a list of case studies that I want to share. And I can stay on it like a laser beam. If you just call me and I'm just in the middle of writing a sales letter or something, like we're doing here-

Michael: Well, I'm trying to get a little history on you. So you were on the inside of the Abraham seminar circuit?

Glenn: I wouldn't call it the inside, there isn't really an inside.

Michael: You were one of the insiders.

Glenn: Ya, I was one of the people that was selling seminars like crazy and they valued me at the time and I knew what Jay was doing. Something else he would do that was brilliant is he would borrow money from protégés to pay for the mailings to the next joint venture person. And then he would pay them a profit back. So I raised, probably half a million worth of money, people would say "ok I'll give Jay \$50,000. I'll invest. And you're going to pay me back more than I would get in the bank", so whatever it was.

Michael: Was he able to pay back?

Glenn: It took longer than he thought. He thought he'd be able to pay it back in a month, but it took six months. But he got it all, he didn't have to take his own money, he was borrowing customer's money to do mailings and do marketing do the next group of people into the event and I thought, wow. I like this. So I actually apply this for clients. I had a pharmacy client. We started a bank and he says- "what do you mean, you're going to start a bank for me?" I said ya, what we're going to do is mail a letter to your best clients that you know are spending thousands of dollars a month with you on vitamins and everything. And we're going to say "look, you're getting less than 1% on your money on the bank. We're going to pay you a lot more than that, 5% or 10% or whatever, return on your money, send us a check and we have these ads that we've got to buy. And we'll buy these things with your money and you get a big discount on your nutraceuticals and vitamins and stuff". See we made it up in stuff they were already buying. We didn't have to pay them money. So they said, wow- that would be great. The pharmacist was getting hundreds of thousands of dollars from his top clients in borrowed money. Oh, I called up his number one supplier, his drug supplier. I said, we'd like to visit and see the factory because we've never been there and the man misunderstood, shows you how they live on fear. He misunderstood the reason for my call, and I was talking to the Sales Manager, so he immediately calls Alan, my pharmacy client and said, "I don't know why you're calling up, wanting to visit but you probably are thinking of switching to another drug supplier, but I'll tell you what. We're going to let you have \$100,000 in cash for a year with no interest".

Michael: Wow.

Glenn: So Alan calls me literally giggling, said "what did you do to this poor guy? He just gave me \$100,000". So Alan sent me \$10,000 as a thank you for getting him a \$100,000 loan. I didn't know I was doing it but turned out I hit this pain button of a whole bunch of people calling, threatening to quit. I didn't have that in mind. The guy assumed that's why I called. It was funny.

Michael: That is funny. So was Abraham making millions with his seminars?

Glenn: Oh ya, think about it. 500 people times \$15,000. Ya know, we were all doing the math.

That's the end of Part 1 series with Glenn Osborn. Please continue to Part 2.

## **Part Two: Your Quick-Start Guide To The Sneaky Psychological Tactic Known As NLP (Neuro-Linguistic Programming)**

When Glenn's friend was in a poker tournament, Glenn taught him a few NLP tricks to take to the table. In the middle of the game, Glenn had his friend ask the other players about the good times in their poker careers. By anchoring those good feelings to a gesture, Glenn's friend easily won the tournament – and his opponents never figured out they were simply playing “looser” when they were subconsciously instructed to. And in Part Two of this audio, you'll hear exactly how he did it. You'll also hear...

- The basics of NLP including examples of how to create an anchor without anyone knowing it
- The weird (but effective) way Glenn used a Fredericks of Hollywood catalogue to get into a \$15,000 Jay Abraham seminar for free
- A little story about the “Frankenstein Hypno Handshake” – use this handshake and Glenn says you'll have about a minute and a half to pretty much persuade your subject to do... anything
- The Jay Abraham trick that made one gas station \$800,000 more a year – by *reducing* their gas prices
- Why it's so important to screen everyone (without them knowing it) and all about the quick personality test Glenn does before he'll work with anyone
- The real “inside” truth about Jay Abraham's Mr. X Book

You're going to love Part Two, now let's get going.

Michael: Was he doing all the promotion, he didn't have a promotion company taking half of the money?

Glenn: No, he had a letter shop doing the mailings; he was on fire at the time. He had just been divorced; he was flat busted, he thought- ok well I've got nothing to lose. I've been doing a lot of this work with the hard money newsletters. He knew endorsement was the way to go. They trusted him, because they made him a lot of money. He said let's try this. If it doesn't work, we've got nothing to lose. So Jay was getting a big cut and he also cut in the endorser so they had a deal.

Michael: What do you think he paid the endorsers?

Glenn: I'm sure when they started it was 50/50 but later, he discovered what he could do, he cut their percentage down. I don't know the exact numbers. But I know that he reduced it cause he could say look, I'm doing all the work, I'm doing all the seminars and doing the

mailings and paying for everything, all you have to do is give you the list. So I think it dropped down to 25% or 10%.

Michael: You were fascinated with all of this; you were finding with the smartest of the smart people at all the seminars.

Glenn: Watching, I was involved in all of this so I could see it from the inside. Oh I've got another story for you. Something else nobody did. I was getting a magazine from Frederick's of Hollywood and I'm thinking, why the heck are they sending me a magazine full of brassieres, and junk that I'm never going to buy? I was curious, so I called up. They said men are a huge percentage of our buyers because of their girlfriends and wives. It hadn't occurred to me. I just couldn't figure out why they were mailing it to me, so I thought – well this will be fun. I'll try something. There were a bunch of little blondes and brunettes that Jay was paying minimum wage, there at the office. I bought each of them a wig down to their shoulders from Fredericks of Hollywood. I had red, blond, whatever weird colors there were on each of them a week. I called up, made sure they got them. They were dancing around the office, wearing their wigs, giggling hysterically. I said, well I know you've got another seminar coming up. Could you put me on the –they call it the Worker Slave List? Sure, sure. We'll put you on top. So for \$150, I got to another \$15,000 seminar.

Michael: That's a great story.

Glenn: That's a good story. I don't know anybody but me who did that.

Michael: Explain why you believe the seminars in Australia are far superior to the ones in the United States.

Glenn: Well, that's simple. I followed Jay to Australia, already had people I was talking to who had subscribed to a newsletter from one of the guys who was doing his host beneficiary. By the way, the Australians are the ones to blame for Jay changing one of the names of his strategies. He used to call it "Host Parasite" because what you want to do is find a big company with a lot of customers, a lot of sales people and they're the host and you become the parasite. Like you're sucking their blood, like a mosquito. And they Australians thought that was a terrible metaphor, so he changed it to "Host Beneficiary". But the original was more accurate, just not very polite. Ok, so Jay's over there and I'm selling newsletter subscriptions for the host in order to get free copies of Jay Abraham's audio tape from Australia. I've got 5 or 10 of them. So you're listening to the audio tapes and some guy stands up and says, "well Jay I'm from" - wherever he's from- some island somewhere off the coast ""and its illegal for us to advertise. How are you going to get around that, huh"? Jay says, "what do you mean it's illegal?" "Well we can get locked up. It's in the law."

Michael: If they're an accountant, correct?

Glenn: Professional practice, there's a whole bunch of them. Not all of them, but most of them. You can't advertise or you get thrown in jail.

Michael: And Jay didn't know this?

Glenn: No. Jay said, “you’re lying. You’re kidding”. Then you hear voices, “no, no he’s not!” An accountant, attorney, on and on and on. So Jay says oh my god, ok well there’s got to be a way around this, I’ve got thousands of ideas that we can run past, let’s see if we can invent something. So he starts bam, bam, bam. Machine gun. What about this, it won’t work? What about this, no it won’t work. What about this, what about this? Oh my lord, none of this came out in the United States and then he would take the best of the best from Australia. See we’re having a really high end seminar. Anybody who’s made a bunch of money, instead of \$5,000 pounds or whatever, we’re going to charge you \$25,000 pounds. I got the tapes from that. So guys would show up and say, well I had a gas station. With a little store, and based on something you said, we increased our income per store by \$800,000 a year. Jay said well how many stores did you have? Oh, we only had about 11. Ok, so 11 x \$800,000 extra profit. Jay said, well what did you do? Well, I remember this because I said ok I’m never going to forget this one, oh my god. The guy said, here’s what we did. We figured out who our best customers were, they were people who had fleets. So we put a sign on the pump saying “we’re going to sell petrol (that’s what they call it down under) petrol for they dropped the cost way down, below all of their competitors. But you can’t use the card at the pump anymore, you’ve got to come into the store. So we tested this at one store first, so we changed the compensation of the clerks, we lowered all the milk, the bread, the things that people buy but we increased the prices on everything else in the store and we gave the people who worked there an incentive. Anything you sell above the current level, you get a big chunk of”. He said, “boy did that work like crazy”. Told them what to say, little scripts and things to do and instantly, the store started making \$800,000 more. The downside is we got hate mail and mystery phone calls threatening our lives. And Jay said, “why did you get threats?” “We had lines! We had the cheapest petrol in 100 miles”. Oh, so he started getting hate mail and phantom phone calls. Just laughed that off. And then once they got it running one store, they perpetuated it in all 11 of them. And Jay said, “boy I’m not charging enough” and everybody laughed. So then we go to the next one. That’s a good story, isn’t it?

Michael: That’s a great story. You’re listening on an interview on Michael Senoff’s [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com) Who is Mr. X from the Mr. X book, was that a true story or was that a made up promotion?

Glenn: Mr. X is Jay Abraham’s former partner at the Gold company. Should I be sharing this? Most people don’t know this.

Michael: Why not?

Glenn: OK, well Mr. X was one of Jay Abraham’s past clients. He wrote a book about all of Jay Abraham’s marketing stuff and couldn’t sell the book. But he was arrogant enough that he printed out thousands of copies, so he eventually had out his hand, he went to Jay and he says, “what can we do about all of these books? I’ve got a whole warehouse full, I can’t unload them”. Jay said “well, sell them to me for peanuts and I’ll see what I can do”.

Michael: Was Jay pissed? I mean, so, the whole sales letter...

Glenn: Well Jay looked at the letter and said, number 1 you don't have the permission to do this but I'm not going to sue you. You're a past client, you're a friend, I'm won't to sue you. But sell it to me for \$1 a book or some massive deal. There's nothing litigious about it- Jay didn't sue him, no ill will, it's just the guy had a warehouse full of books and eventually, it was taking up space, costing him warehouse money and he went to Jay and said, can you get these off my hands? Well Jay flipped the whole thing and made up a whole story about law suits, the guy used it without his permission, Mr. X, the whole thing is a story to sell the book. I think he sold some of the books for \$100 apiece.

Michael: \$299.

Glenn: I don't know what the price was. The secret is that these were books that the guy who wrote them could not sell. He had 5,000 or 10,000 of them. And he just gave them to Jay and Jay created this massive reason why. Exclusivity, when they're out, they're out. Of course, when they ran out of books, they printed more. Ya know, it was a big joke.

Michael: Great story. Thanks for sharing that. So you went to all these seminars and how soon after was it that you started doing consulting- following Jay's protégé consulting advice?

Glenn: It only took 18 months. I was going to get my money back if this didn't work. As soon as I came back, for example, in the airplane concourse, there was a guy- again name withheld, who was teaching NLP. And said, I'm a direct student of Badler and Grinner.

Michael: Kendrick Cleveland.

Glenn: Boy, you're getting me into a lot of trouble here. Anyway, Kendrick was hypnotizing all 500 of us and as you are starting to hear "I am a counter puncher", you tell me something is red and I will disagree. I inherited this from my father. If you were along with us when we were in a dollar store, he'll say "oh look at this". I'll say, "you've got 10 of those at home, don't buy it". It goes in the cart. I have to think, if I'm not thinking, I say- no don't get that. So in the actually, I'm responsible for filling it to him shopping cart. I have to think, ok I don't disagree. We don't want all this stuff. So I said, "ok ya. Let's get that" and he puts it back on the shelf. So when Kendrick tried to hypnotize everybody there, something inside me woke up and I thought, ok, something is going on. What's happening? So you have a little exercise where he says, ok pick a partner and we're going to have the partner experience happiness, the feeling of being sold something or ya know – he came up with 4 or 5 different emotions that you can feel. He said, "you've got 5 minutes, go". So you know, I turned to the guy next to me. So we went through happiness, the feeling of being sold, and 2 or 3 other things and we anchored each one. So five minutes are up, he said – ok, who succeeded in getting an anchor for an emotion? I raised my hand, said "oh we did 1, 2, 3, 4, 5" and Kendrick tilted his head at me and said, "we should talk". It turns out, I'm one of these guys that are good verbally. And I've got a gift for NLP hypnosis. I call it conversational hypnosis.

Michael: So let me interrupt. You said you did 5. You were able to anchor 5 emotions from the exercise?

Glenn: Yep.

Michael: And that was extraordinary?

Glenn: Other people couldn't get one. I thought ok, so I've discovered something that scares the hell out of me that I don't want done to me that I can do really quickly, I just discovered- I decided that this was something that I didn't want- well at that point, I woke up. I said ok I've spent a couple \$100,000. I discovered that Jay Abraham and Gary North and these people that know NLP in print had taken \$200,000 worth of my money before I got into Jay Abraham's seminar. Jay wrote a lot of the letters. To my knowledge, I was the only one that had that "ah ha", oh my god! Son of a bitch. So instantly, I changed and I said ok I'm going to learn this to protect myself. And I discovered that Madonna was using hypnosis in her lyrics. I discovered infomercials; I'd get a mailing and say, would you like to come to the MindCapture seminar on how to hypnotize people through the television infomercial? Bam. Discovered that Steve Jobs and all these billionaires. They don't have lines by accident: NLP. Richard Branson.

Michael: How did you learn all this? Did Kendrick teach you a lot of this?

Glenn: No, Kendrick had an 8 step system for sales. That I bought it. I went to Kendrick's advanced seminar down in Virginia. He put a bunch of people that were good at NLP together, we had a week long seminar. Scared the hell out of me. People clucking like chickens and ya know-when you see somebody coming down the row between the chairs going "bah, bah" on their knees? That's a little startling if you're awake.

Michael: Everyone was hypnotizing everyone?

Glenn: Ya, Kendrick eventually got me. But I lasted 5 days. We'd go to lunch and then everybody would buy the same meal as Kendrick except for me, which doesn't bother me, I'm always the odd man out. But that meant I had the bulls eye trained on me, eventually Kendrick discovered that I'm very musical and he started singsonging some trance things and I woke up in Florida when we left, I had driven – I don't know, how far is it from North Carolina to Florida? The wrong direction. Instead of going back to Baltimore. Took me that one day of driving to wake up out of a trance.

Michael: Wow, so he got you.

Glenn: He got me but it took 5 days. But my goal in life is not to be hypnotized but all of the self-made billionaires out there that have people lined up to go to the latest Avatar movie. Oh ya, you've got to watch that guy too.

Michael: James Cameron.

Glenn: Ya, Cameron. He's dangerous. So all of these guys are using these secrets to sell us stuff and the only way I know is to recognize it coming. Say "ah ha", I see you. Coming after my money. Through my brain. So that changed my life. I have to thank Kendrick for trying to hypnotize all of us because it woke me up and I thought ok, I've got to learn this. Or I'll just be a puppet.

Michael:        Alright that's interesting. So this Kendrick story started because I asked you how soon did you start consulting?

Glenn:         And that's where I started; as soon as I was on the airplane after the first protégé seminar in 1989, I think it was September, I was on a plane back and I was mirroring people. This is the story I put in a newsletter early on. Kendrick didn't share all of the things we needed to know. So I learned by making mistakes. I noticed that there was a marine dressed in uniform, sitting there. And there was nobody near him. And I'm in my little blue suit with my red tie. So I thought, ok if this rapport stuff, I'm 150 pounds, he's 200 pounds of muscle. He's 6 foot 6, I'm 5'10" and if this stuff works, I'll be able to hypnotize the marine without saying anything. So I'm full of myself. Sit down right next to the guy; he looks over at me from the corner of his eye. He doesn't talk, I don't talk. He crosses his legs. I cross my legs. He crosses his arms, I cross my arms. I'm imitating him, it's called mirror pacing. So 5 minutes goes by and suddenly, he turns to me and starts talking. And he tells me about his brother. He's a heroin addict. And his sister, who's got problems, she keeps marrying some deadbeat and he has to get her out of trouble, he tells me his business, what he does- he builds solar porches. And then he starts making remarks of any woman who's cute, he starts making disparaging, we'll call it, remarks. "hey honey, come on over here and sit on my lap" and remember the store of the Sorcerer's apprentice? Where he knows how to get the broom to carry water to fill the tub but he doesn't know the word to stop? That was me. How do you turn this guy off? So at first, he started insulting a bunch of women. So we were in big trouble there, he didn't care. And then a bunch of marines just back from boot camp came by and he got into a fight with them and started calling them names and pushing, just then they called for my plane. I could've gotten beaten to a pulp. I said, "thank you!" Oh my gosh, so I started studying this. Ok, well I only know the first part of this! I need more.

Michael:        So this all occurred from the pacing him. Mirroring him. And it just opened him up.

Glenn:         Yep, I didn't say a word. He started talking to me.

Michael:        Were you acknowledging his speech to you?

Glenn:         Well as soon as he started talking to me, I started listening saying "ohh, that's interesting". But I didn't know how to stop. In other words, we had an unbreakable steel connection where I was his best friend and anything was permissible. Now I know, I've renamed my website to reflect the energy that was happening. What I had done was linked my electrical aura with his. We were one, that's why I don't like crowds. When you have a crowd of basketball or football people and they're all pulling in one direction, I mean they're auras like – now we've got lightening. Anything that happens. Fire or rape, sex, the whole thing. Hundreds of people get trampled. So I don't like big crowds anymore because I know the potential. Now what I think of when I'm doing NLP trying to find out what people want, think of linking our electrical system, ala Nikola Tesla. Tesla is now a mentor. Billionaires are now mentors. Watch what a bunch of these guys do, that's how you learn. So to bring all this stuff forward, I've just recently discovered a higher level of NLP than I knew existed for hypnosis because I helped a guy sell his company to Steve Jobs a few years back and Steve turned it into the

AppStore. The guy that I helped was getting more hits to his website by giving away free Apple Applications.

Michael: For more interviews like this, go to [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com) . Is this Randy?

Glenn: Ya, this is Randy.

Michael: So tell me who is Randy and let's get into that story, how Randy got Steve jobs.

Glenn: Randy is a patriot; he volunteered to go to Iraq twice.

Michael: When did you meet him?

Glenn: Never met him. Met him on the phone. He was a BlackOps, CIA operative. One of his problems was that when you have a million dollars invested in your training, they also put a drug cocktail of things into your system to where you're resistant. You could put- what is the stuff, it's supposed to be the truth serum?

Michael: Sodium barbital?

Glenn: And they'd feed Randy sodium barbital all day and he won't even hiccup.

Michael: How did you first meet him?

Glenn: I was selling stuff on Ebay and he bought something from me and then I called him up and it turned out he had gotten cancer from being sprayed with Agent Orange in Iraq, in the desert. Turns out they used Agent Orange in Vietnam to take the leaves off of trees so they could see the Vietnamese soldiers. But it was carcinogenic. They used Agent Orange in Iraq to link to things that would burn. So from an airplane, you could spray some of Saddam Hussein's military vehicles and Agent Orange would link to the metal and they'd have an accelerant so then they could burn him from the air. So Randy got sprayed with Agent Orange while he was doing some maneuver out behind enemy lines and got cancer. So his wife died, all of his friends died, I had of course gotten referred to people who had different things that would keep you healthy, so I started dosing him up with Super Spinach, a couple other things and he was the only man to walk out of the cancer ward at the big medical facility. So he was online and bought something and he apologized but he said, "I need to hawk something of mine before I can pay for what I bought". I said, "well what's the problem? Forget that, you don't have to hawk anything". And he said, "well I just got back, I've been in the hospital, my house is about to be foreclosed on, I need money". I said "ok, let's make you some money. What would you like to do?" He said, "well I'm starting to learn poker. Could you help me make some money at poker?" I said "no problem, I've got 3 or 4 people who are making thousands of dollars with poker". He went on line. This is before the United States outlawed all of the poker websites. There's still a few but they had to change their operations. So Randy is on a poker site and he invites me in, so I'm watching him play. So I said "ok, which avatar around the table"- have you ever been on a poker website?

Michael: Yes I have.

Glenn: So you know what it looks like. So you've got a poker table, virtually. And each person is playing at that particular game as an avatar. Well, I didn't tell Randy to do this- he's just brilliant. He took psychology in school and the guy is a student of human nature. I said "which avatar is yours?" he said "look for the blond, it says 'blond from Texas'". That was his name. So he's got a blond wearing a red bikini as his avatar. I said "Randy, you're not a woman"! He said "ya, but I tested and they'll let the woman win."

Glenn: Wow. So he calls them "sweetie". So in the end of two weeks, he makes \$5,000 in online poker using a couple of my ideas.

Michael: Was it your idea?

Glenn: Ya I taught him some NLP ideas to use in print and he came up with the female. So he made \$5,000. So he says ok, I can pay my house payment this month. Wow. And he sent me a little money, so a bunch of things happened. Randy found this beautiful girl who was one of a team on the radio and he wanted to get a date, so I said- "well, no problem. Let's start writing her love letters". So we'd write her a love letter which rhymed with her name and we put a lottery ticket on top and then we'd mail that in and then he bought her some roses and I said "ok Randy, call up. And talk to the guy. Explain that you're going to read her a poem on the radio". I said, "They are desperate for entertainment and live stuff. You can help them entertain their audience, you're on". So instantly, he became the Texas solider who had been to Iraq, he could tell them stories. Oh man, he was curling their hair. Then he hit upon an idea to win a date with this guy because Randy had started. They said, ok Randy you'll probably win. But we're going to have this contest, so we came up with all kinds of stuff and of course, he won the date with the beautiful blond. Ok so what you won was a free entry, you don't have to pay, to go to this poker tournament. Well I didn't know, but apparently Randy did, he knew what the reward was. He said Glenn, now you've got to help me at the poker tournament. I said ok, where is the tournament. He said it's a at a men's club. I said, you mean a man's strip club? He said yes. I said oh, this is going to be interesting. Now we won't go into X-rated but this will get R-rated. You ok with this?

Michael: Ya, ya no problem.

Glenn: So I told him how to hypnotize people at the table because he needed to pay his rent, everybody else was there and they had money and I figured it was for a good cause. He was about to lose his house.

Michael: What do you instruct him to do to hypnotize the other poker player sat the table?

Glenn: He'd say, "what's the most money you've ever won at poker?" Alright, that's pretty simple, right? So Michael, have you ever played poker?

Michael: Ya, but just for fun with family members.

Glenn: So you probably haven't won any money. Have you won at the lottery or- oh I know, you enjoy selling. So what's the most fun you've ever had at a yard sale? Did you hear me tap the phone?

Michael: Yes.

Glenn: Because you wrote a newsletter about finding some collectibles at the yard sale. So I'll say, what's the most valuable thing you've ever found at a yard sale?

Michael: And you just anchored that noise?

Glenn: I just tapped on the phone. Randy says ok, what you want to do Randy, is tap your arm. You can tap your arm or wiggle you fingers. Make a unique gesture, something that you don't do over and over and over. Just one time. Now, Randy has taken this idea- he called me one time from a casino in Oregon where he'd gone to visit a relative who was very wealthy and she had loaned him \$50,000 and he walked out of the back room with almost \$300,000. He said they put guards on all the doors, they were all armed, trying to pressure him. Of course, he's CIA. I was on the phone with him one time, said- "oh, got something in the backyard". Said they taught us to shoot blindfolded in the dark. He says," so its pitch dark out there. I don't know what but something's in the tree in the back yard." So he took a pellet gun and he said, "just a minute" (bam bam). Shot a raccoon out of the tree in the backyard by ear sight. So I'd say the black ops guys are pretty well trained.

Michael: Did he explain how that worked?

Glenn: How what worked?

Michael: How they taught him to shoot in the dark?

Glenn: I have stories that I can go six or eight hours straight from Randy. Cause I'd tell him a story, cause I'm talking to people all over the world and then he'd come back with something he did.

Michael: I just interviewed the guy, a bling guy, this morning who is practicing balancing a ping pong ball on a ping pong paddle but blind.

Glenn: Hm. That would take some skills. Well basically what he said they had him do is you'd use a pellet rifle but wherever you shot would have a unique sound. You could tell whether you're accurate or not. Basically, Annie Oakley never aimed a gun. She could tell by feel, she had shot so many rounds that she could hit the bull's eye while she's jumping over tables and stuff. She didn't really have to put her eye up to the stock of the gun. She could almost shoot from the hip. He's doing something similar.

Michael: Interesting. Alright so he asked the players around him what's the most money they've ever made. He would do a unique gesture to anchor that feeling and then what?

Glenn: And then when he had a really good hand, he would use the gesture and they would play loose. That's the terminology for getting reckless. In other words, you suddenly remember this emotional "oh my god" you have this feeling of being rich and they would bet money when they shouldn't and he would take the hand.

Michael: And did that work for him at that strip bar?

Glenn: Oh ya, it started to work on it but then he improved on it. And it anchored a lot better. He made a deal with the stripper at each table. Every time he won a hand with their help, he'd say I'll give you 10% of anything. Give her a tip. So they would start taking their clothes off during the poker game and that was the anchor. You know, it turns anchoring into money, so he would throw his anchor, she knew what to look for. So she would take her blouse off or brassiere or whatever. He was obviously in their eyesight giving her some of his money. Every time he'd win a hand, they'd say "thank you, Randy. Thank you Randy." Ya know, and she's 38, 26, 26, and really beautiful and they're not really paying attention to the poker game and he was able to clean them out because his girlfriend was over there was bobbling and wobbling and they've lost their minds and they just kept saying "thank you Randy, thank you Randy". They didn't care.

Michael: That's interesting. Good story.

Glenn: He went on the tournament, from table to table to table and cleaned them all out.

Michael: Did you go with him?

Glenn: No, no.

Michael: You just told him what to do?

Glenn: One of the things about Randy is, and he recently died of cancer- it got him. But he is such an extreme entrepreneur that he reminds me of Jay Abraham. He can burn you out if you're around him for long periods of times. Also the way his relationship and mine worked so that I never asked him anything personal. Ya know, he'd have me listening on the phone when he talked to various people but I wouldn't say a word, I'd be the shadow person. Randy had a massive ego and I let him rock and roll. I've discovered that for every emotion that you feel, there's a body signal. I didn't get this from Kendrick, I found a man who is supposed to be the best in the world. The time that I got referred to him, he owned half an island off the coast of Oregon. He'd been in real estate, he built entire companies, the guy was worth a lot of money. And hypnotists, NLP consultants, therapists from all over the world would send him their worst patient that they couldn't heal. And he'd fix them. He's the guy that one of my customers insisted on going to the island. I said "no, you don't want to go". He said "ya, I'm going". Came back, the guy had mind wiped him. In other words, he couldn't remember two days at the island. But he'd wake up and say, oh I remember something. So then he called me at 1 o'clock in the morning. "Hey Glenn, remember I was out at the little old man", the man's name was Dr. Dave Dobson. He's dead now, so we can talk about him. But I called him the 'little old man on the island'. So Dave erased his memory. So he told me what he remembered. I turned it into the Frankenstein Hypno Handshake. You can literally shake hands with anybody and I discovered it by accident. I didn't know what I was doing, I was just testing. He had overwhelmed the conscious mind and whatever you say next, people do, which means it's dangerous. So you shake hands and say, I'd like you to jump up and down or I'd like you to give me your wallet. They'll do it. You've got about 45 seconds to a minute and a half while they're gone, before they wake up.

Michael: You're listening to an exclusive interview found on Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com) So how are you making money as a consultant, how did your consulting fees work? I like your approach.

Glenn: Well I've changed.

Michael: How'd you start then?

Glenn: Ok, here's how I started. Somebody would stand up or I'd overhear them say- here's a good example. I met a woman who was doing condominium apartment sales. On other words, you buy a condo and when you're not living there on vacation, you rent it out to somebody like her. So she has thousands of units on her books. And it's her job to try to keep them full. She doesn't find anybody to put in them, they'll probably find another sales agent. Anyway, she was saying I don't see how any of this Jay Abraham stuff is going to work for me. I overheard her and I said, oh let me try something for free. I'll do it for nothing and then you can pay me out of the money you make.

Michael: That was Jay's approach. If I show you how to make a dollar, would you share 25 cents?

Glenn: Ya, so this is how I sold a bunch of seminar seats. This is how people hire me, because they want more. My first partner, who I heard about, Judy Kindell, had built Copbuster radar from \$50,000 to like \$19 million.

Michael: I remember that story.

Glenn: I heard about her and tracked her down through the Jay Abraham network because people couldn't understand- this woman's doing all this free marketing. You can't make any money like that. I knew what she was doing. So I called her up and we became partners.

Michael: I think I've spoken to her on the phone, actually.

Glenn: Ya, she's a really nice gal.

Michael: Is that her, the one who was doing the condominium rentals?

Glenn: No, condominium rentals is another woman. We're going to do that story first. I can't mention her name because she ripped me off. I've made thousands of dollars telling this story, so I have this advertisement and a sales letter and the ad and the postcard in some of my copyrighting. My heroin on paper and NLP in print copyrighting course. It's in there, so it's made me a bunch of money. So basically, I spent some time with her and I said "ok, what's working best?" She said "well, we have a bunch of repeat customers, but I can rent my condominiums out cheaper because most of my competitors, when they do janitorial and we have to maintain all this stuff, they rent a place inside each high rise and its more expensive. I have one central location and we drive back and forth to various places in a truck, so it's very low cost". I said "ok, so let's put that in postcard". So on one side of this post card, we're going to do a mailing, we put something about guaranteed ways to save a bunch of money on your

condominium rental. Then she said “well we have a big competitor that’s putting ads in airline magazines” and she sent me a copy of their full page ad. So I stole- well borrowed- their headline for the other side of the postcard. Alright, so she emailed this postcard to their 2000 best repeat clients and she called up happily because they had made \$50,000, they had made \$80,000- \$100,000, \$200,000, \$400,000. Then when I called up, she stopped returning my phone calls.

Michael: And she already paid you some?

Glenn: She never paid. I did this for free. The postcard I did for free, I said you’ve been spending \$100,000 a year on marketing. You’re putting ads in all these magazines. All these newspapers, up and down the east coast. You’re doing all this expensive stuff and we can do better. And keep the pipeline full. I said this \$400,000, it’s just the tip of the iceberg. She didn’t want to pay me, so she stopped returning my phone calls. Now the funny part of this story is, she didn’t tell her husband. So they did another mailing of my postcard idea, right? And of course, they didn’t like what I did. So they changed it. They he called me up and said, Glenn we did another mailing of your postcard and it bombed. We didn’t make any money. I said, well send it over here. So he faxed it. And he had a picture of a bum on a park bench and on the other side, some copy. It said, rather than spend your time hanging out on a park bench with the rest of the bums, you should show up and enjoy a luxury condominium vacation. So I called them that night and said ok, here’s your problem. You didn’t put the phone number in, so people could call up and order. They were completely incompetent. Anyway, I figured she walked away from millions of dollars by not returning my phone calls after I made her \$400,000.

Michael: Ya. That came back to her. From a consulting point of view, what’s the lesson?

Glenn: Well. The consulting lesson is now I invisibly evaluate people’s personalities. In other words, I can do a fun and entertaining- for example, right over the phone, right now, I have a system. A 6 hour CD program that instantly lets me read your mind. So if I hear you while I’m doing your handwriting analysis talking about a lot of hell traits, which I never tell you- I decide I’m not going to work with this person. I didn’t just invent this; my \$429 million mentor Walter Hilly taught me this. He doesn’t work with customers, joint ventures, employees, partners or vendors unless he evaluates them with handwriting. So I turned it all into a system and added a card deck.

Michael: Let me as you a question- so do you think if one had very penmanship and they trained themselves to create the finest cursive, most beautiful penmanship.

Glenn: I tell people, please- do me a favor and help me try out my new hobby. However, this stuff is so deadly accurate; turns out your handwriting and your brain are hardwired. So if you write down something right now in front of you and I can go through a couple things, you’ll have to admit that I am deadly accurate with this. I can tell you whether you’re detail-oriented person or a big picture, whether you have high energy or you need exercise. Ya know, do you have a bad temper? Which I would not tell you. Can you keep a secret, just based on how you tell me you form your letters. You wouldn’t want to tell a client something that he’s doing to blab all over the place. So some women and men have a antagonistic relationship with the opposite

sex, comes out in their handwriting. I won't work with you. I don't tell you, so you can instantly skim off the negative poison in people and there's some really famous speakers who have developed products around thousands of millionaires. And they say, if they had to do it over, they would avoid negative people. And not marry their wife and not get involved in this or that. But it doesn't take money to be able to do that, just be careful. So Walter says, "one rotten apple can destroy your company". I can't tell you the number of people who are living in friend's basements- you know, the wife divorced them, sold the house twice, or some guy's secretary stole a bunch of money, disappeared, it's not small. I can't count them on my hands and fingers. Its dozens and dozens and dozens. It's really important, especially because Mr. Clinton and a few other business people have sort of given the American people permission to lie and cheat. It's really become important to screen your customers, partners, everybody.

Michael: What was the marketing consulting lesson with this situation?

Glenn: Screen everybody you do business with but don't tell them they're being screened. So you don't insult them.

Michael: And you have some information on your site about analyzing their handwriting?

Glenn: Oh I've got 6 or 8 ways of doing it. The easiest is called How to Test and Tease Women Before You Meet Them. Alright now why do I have a whacko headline? Because I was selling on Ebay a lot of my systems. So guys would buy this for flirt and dating purposes. But it turns out that a lot of my business owners loved to try flirting, a billion dollar idea on flirt testing first before they'll risk it with a client. So it's worked out really well. I couldn't get people to test out a billion dollar idea on their customers, but they'll flirt with it and tell me what happened. So I've built a huge worldwide network of people who are running around, laughing all day, trying out sales ideas on pretty woman and stud muffin men. The women are the best at it, they don't really need coaching. It's the guys, us poor bastards need more help. So the lesson is you need to screen without letting the other person know that you're checking to make sure that they're not a lying, cheating bastard. And of course they're not going to raise their hand.

Michael: Alright, so that was one consulting gig early on. How about a contingency consulting gig you did where it did work out good for you, you made someone a ton of money and they were legit and paid you.

Glenn: Ok, well here's one. I found a janitorial, that's one of my many jobs. I've had about 50 jobs that I've gotten fired from over my life for scaring my bosses or the owner. So I found a janitorial supply company out in Oregon and I think- I know, they paid me \$4200. This is when I was working with Judy. So we went out there and looked and we wrote a series of newsletters and each newsletter gave away a free report. So he started mailing what we did, he rented names from SIC code lists. So that's a special list that you can get based on number of employees so you can figure out- ok, you can get them in a zip code, you can evaluate them by the number of employees so they're a certain size. They all report certain things back to the various groups, so you can rent these lists. So we rented the SIC code list of his best prospects and we started doing these mailings. This was early on; this was my first client with Judy where we started flexing our muscles. So within 90 days they had made \$300-\$400,000.

One of the things we did was tell people hey- look, we know you own a building. And you have some janitor who is working out of his trunk and we know he's cheap but, we've got toilet paper, and towels. He's going to the local Sears and buying them retail. We buy them by the railroad car. We can save you a ton of money over a year's time and you just hire the janitor and buy the paper and supplies from us. So they started making repeat sales, huge amounts from there. And then they had a bunch of clients that they added because they had a system of cleaning. They also had a separate company that was doing high end cleaning in microchip; you know these, billion dollar factories that make microchips?

Michael: Yes.

Glenn: So they really had their stuff together. But after we left, again – we didn't know what we were doing. So after we left and started with another client, we discovered that these guys created a separate company. So by talking to one of the receptionists, I discovered that they made millions of dollars with an idea that we didn't even recognize. We had found 3 niches in their accounts payable that they hadn't recognized. They thought they were making 5 and 10% margins. We found 3 niches, one of which was airports. Another of which was industrial manufacturing. I think the 3<sup>rd</sup> was schools and universities that were 50-70% margin. So they turned around, took- since they had the rights to my postcards and newsletters and stuff and licensed all of this to other janitorial supply companies. For a lot of money saying hey, you think you're making 10% margins, but how would you like to make 70% margin? We've got a list of 3 niches that you can go to and it's all in the system.

That's the end of Part Two. Please continue to Part Three of my Glenn Osborn Interview Series.

### **Part Three: Why You Should Never Try To Sell Prospects On Anything But What They're Already Buying**

According to Glenn, whenever you call a prospect on the phone and try to sell them on anything except what they're already buying, they'll just hang up on you. Everyone wants to stay in their comfort zone, and they'll instantly tune anything out that asks them to do otherwise. So if you're selling consulting services, tell them you can double or triple what they're already doing. Then when you're in there, you can approach them with something new. And in Part Three of this interview, you'll hear how to do that along with...

- The hidden psychological trap you fall into every time you use the word "proposal" and the only phrase you should use with clients instead
- A step-by-step look at how one millionaire got a 73% response rate on his fifth direct mailing – after only getting a 1-2 percent rate the other four times!
- The fastest known way to get prospects to part with their money... by feeding them their own pain and frustration
- Exactly how Glenn sold his \$500 newsletter subscriptions and a quick look at the elements that made them so sought-after

- The easiest way to sell the phases of an action plan – Do this and your clients will practically beg to pay you for the next step
- The two absolutely critical things you should look for in someone else’s handwriting – that may help you weed out back-stabbers before they can pick up their knives
- The one book that has made Glenn more money than any other – and the one moneymaking idea you’ll be able to use from it right away
- Simple ways to troubleshoot a fail: Depressing response to a postcard campaign? Prospects not showing up for their appointments? –They can be fixed

You’ll learn it all in this Part 3 of my Glenn Osborn interview series. Now let’s get going.

Glenn: Alright so, as I remember we left off with me telling you how I got into this. After I attended the Jay Abraham series of seminars, I went back 15 events. So I would have spent like \$300,000 or \$400,000 with Jay. You figure airfare and \$15,000, \$20,000, \$25,000 events. I went to a whole bunch of stuff to meet self-made millionaires. You’ll laugh- I would have my suit on, right? Cause I was one of the worker slaves. So I would put one of my tiny page newsletters in the inside pocket. And somebody would stand up and say, “I found out a way to get 70% response after the fifth mailing to my list”. I’m thinking, wow- so scurry to the back and say, “what did you do?” He gets a round of applause and nobody asks any questions. So he said “well, I was mailing this great offer and nobody was buying it, so I got disgusted and crumpled it up and threw it in the trash can”.

Michael: Did you go back to him with a microphone because you were helping out at the seminars?

Glenn: No, no microphone. I was running microphones and working behind the scenes, I’d do a lot of work with people. We did physical seminars and often when I do conference calls now or online or phone...

Michael: But at that seminar event, he stands up and says, “I figured out how to get 70%...”

Glenn: “I run a super computer store, myself. And I had this great offer and I mailed it 4 or 5 times and I was only getting 1 or 2% response, so I figured out a way to get 73% response on the fifth mailing”. Big round of applause. He sits down. Aahh! What did you do? Ya know? So we have the break, I’m at the back of the room- I said, “ok what did you do?” He said “well, I crumpled this sales letter up, I was so disgusted and threw it away. I thought- well, what the hell”. So he went to the trash can, straightened it out and mailed it. And the guy bought it. He thought, ooh. So he went to this letter shop owner, says, can we fake crumpling all of these 8500 mailings up? Ya, sure we can do that. Pulled 73%.

Michael: When he mailed it, how did he justify it in the mailing?

Glenn: He changed the first sentence. He said, as you can see- this is all wrinkled up. He said because I was so disgusted. This is the best offer I’ve ever made in 10 years and nobody is buying it and I got really mad and threw it in the trashcan. I thought well, I’ll give you

one more shot. Then he would list the bullets: bing bing bing, and you'd see the rest of the offer.

Michael: That's a great idea.

Glenn: So I'm at the back of the room and I was the only one who found out and I put it in the newsletter. And I had also pulled my newsletter out. And I said, I had a great idea. Jay Abraham's given me permission (I didn't tell him 5 other people were doing it too) to write a newsletter. I collect all this stuff up, people are making money, proved and tested. And would you be interested in subscribing? So he glances at the bullets and says, "damn. I've been looking for something like this. How much?" \$500. Writes me a check. So I go most of my subscribers by going back to Jay Abraham seminars, I didn't do it in the room, I was outside. And I only wanted the people that had made money, that I wanted to learn from and that I knew could benefit. So I cherry picked the best of the best at the events I was at and I can't tell you the hundreds of people that have called me and say Glenn! Cause I've learned- I say one thing at each seminar, great 100 million dollar idea or something and I showed up. Cause we don't want to create any waves, right? Anyway, that's how I started selling my newsletter when it was in the envelopes.

Michael: And so you had about 100 paid subscribers?

Glenn: Ya I probably got up to 100, 120 or something. And then I got referred to a billionaire- actually I heard Dan Kennedy interview him. I was trying to find his name yesterday and I can't remember his name.

Michael: What did he do?

Glenn: At age 10, he overheard his parents talking to the doctor and the doctor says, "your son was born with a birth defect. His brain isn't properly connected and it's not wired up correctly, so you'll have to support him his whole life because he can't learn. He can't process information, there's something wrong". So he was so mad that he went to work and decided he would rewire his brain. He put together a bunch of exercises and started training. Well- he got the last laugh. By the time I talked to him, he had built and sold 29 companies in 28 years.

Michael: What kind of exercises did he do for his brain?

Glenn: Well he's written books, I'll have to look up his name and send you one of his books or something. Right off the top of my head, I got all the stuff. I remember the ideas and the stories. It's why stories are important to me, but sometimes the names escape me. So upshot- he got the last laugh on the doctor. Here, one of the companies said he built, he sold for billions. He said he started selling insurance himself and he got good so he started a company and started hiring sales people. And then he didn't like the fact that they were slacking off and not doing their jobs, so he discovered through Jay Abraham and other people, direct mail.

Michael: Is it W. Clement Stone?

Glenn: No.

Michael: Ok.

Glenn: But I've got stories about him because one of my customers worked with W. Clement Stone. Did you know Clement Stone lived to be 100?

Michael: Did not know that.

Glenn: Tough. Tough. And by the way, sued anybody that had "Think and Go Rich". Any part of that, because he owned the rights to all that, he bought up all of Napoleon Hill's products, so his association will still come after you if you use any of their headlines.

Michael: Interesting. Alright so this insurance guy did you get him as a subscriber?

Glenn: No, because he's how do I describe this- he's semi-retired and if he doesn't think of it, he's not doing it. I bought \$400 or \$500 worth of his stuff, which is how I got introduced initially. I heard about him on Dan Kennedy interview, called up and bought \$400-500 worth of stuff and one of my other mentors who is worth a couple hundred million said Glenn, you need to name your business something with pizzazz, which is true. I interview a bunch of millionaires. So Millionaire Mastermind Marketing Association, right? So the billionaire calls up, here's what he's doing. This is why you can't sell him stuff or work with him. He doesn't want to spend his own money for the book publishing. He's written a new book but he doesn't want to spend the money. So he calls me up, says "Glenn- what I'd like you to do, I've got this new book, I've got a couple out. (He'd written 5 or 6). And what I'd like you to do is buy a few hundred copies as gifts and you can say it was written by a billionaire- tell them something about me. And it's got information in the book you need to thank and reward your top customers. I'd like you buy a few hundred books at cost, and I said well- tell me. Could we talk sometime because apparently you know some people that I know? I name dropped a few. He said, oh ya- I know those people. He said, did you know he just make \$100 million by doing this and that? I said oh, we need to talk. He says here's my home number. So I made sure, I said what's a good time? And I called him back but meanwhile, I got on Ebay and sure enough, a bunch of these people he soaked for 300 books, they don't have enough people to send it to, or they're too tight to mail it. So they're auctioning off their books. So I bought 10 or 20 of these books for \$1, \$2, \$3 each.

Michael: What was the book called?

Glenn: I can't remember- this is 15 years ago. And by the way, the book wasn't that good. If you look at it from my perspective, which is actionable ideas that you can make money with, I'll give you a book. Here's a book that's made me more money than all the books I've ever read. How's that?

Michael: That's a cliffhanger.

Glenn: Ya, cliffhanger. So what you want to do is go on Amazon or somewhere and get a book by Koch. The guy's a genius. Some of his other books aren't as good but this one- *The*

*80/20 Principle*. He talks about gasoline following the 80/20 principle and there is one idea in there that has made me a lot of money.

Michael: What?

Glenn: Well, I'll share it. I've had people read the book and say, ok Glenn I can't find the idea. He was working for a big consulting company like Deloitte and Touche. One of the giants. And they were growing 4% a year. And he said, they pay their consultants, this is important, based on getting new clients. Now that sounds ok, doesn't it? Average. You get a new account, that's what they all do, right? Well this guy Koch. He somehow came across a Midwestern consulting firm that was growing by 50-75% a year. Oh my god. On his own initiative, he flew out there and spent a month. He took a job, but I'm not sure how he did it. Eventually, I think he switched and started working for them. They didn't pay their consultants for getting new accounts. They said, at your current clients, we will pay if you add a second stream of income. In other words, you're in there. You know what you can do, so you're getting \$100,000 a week for us with this project, number 1. Add a second project and a third and a fourth. He said, no. The benefit here is the big guys will take their #1 top hitters and go out and get a new client and they're all happy, then they have to go back and try to save the ones they loved, while they were getting new ones. And they hire a bunch of college know-it-alls and I've had people complain to me over and over that they get a bunch of whippersnappers instead of who they thought they'd be working with. So nobody ends up happy and they lose current clients and the new ones, when you add an extra stream of income, alright here's how I've adapted it. When I work with a new prospect, I do a quick overview. For example, I just found a lady named Jennifer. She owns 3 retail stores. And I found that she was focusing on 1 thing. She is a pharmacist. So she's doing compounding. All of her interviews, all of her books, all of her training, all of her seminars, all of her website- everything is focused on this big - ya know, she charges \$150 for a consultation.

Michael: Did you say she's doing compounding or consulting?

Glenn: Compounding. Compounding is women who get of a certain age, go through menopause or they've had an operation for a hysterectomy or something that messes up their metabolism. Well, then they get confused. They can't remember, they have chronic fatigue; they get all kinds of incredible symptoms because they've got too much estrogen, or none. Or too much progesterone.

Michael: So she's doing bioidentical hormones? You're listening to an exclusive interview found on Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Glenn: Ya, so she'll take a blood sample and figure out where you're messed up and give you, they have artificial estrogen that creates cancer of the breast, its been proven. So nobody is using that, but she's got a natural source, I'm not sure how it's done. And she's able to balance women and there are 10s of millions of dollars. Only selling company. Everything she says, talks, does. Alright so I'm working with a consultant.

Michael: Is she your client?

Glenn: Not yet.

Michael: You're working on it. Ok.

Glenn: Ya. I got details, so I can tell you how I do it. Now I'm working with several consultants who work with retailers and they say ok, here's what I want. I've got a front of store system; I've got an employee training system. I've got 2 or 3 products that can get to \$5-10,000 at 50% margin in the first 90 days. I've got nutraceuticals. I said "no, no, no. We want to sell Jennifer what she's already buying. What she's already spending money on". They said, "no no no. I don't want to do that". I said, "you're going to change a woman's mind?" Not just women, its men. People will only buy what they're comfortable with.

Michael: What is your client already buying?

Glenn: Well I work with a lot of consultants, and I help them get through the door, write an action plan, I balance it based on their personality and put it together for them, so suddenly they 10x their income. A lot of times I can find a niche in a business and do a quick little 15 minute interview and boom- 10x more bottom line so that's where I'm focusing right now. But anyway, so Jennifer, if you call and talk to her about anything but what she's already doing, she'll hang up on you which is what happened to my client. I'm working with a pharmacy consultant. The pharmacies are under big pressure now, so it's a good market to sell to. But they're all going under, so you either have to hire somebody to fix it with systems or you lose out. So that's good, but Jennifer is not returning his phone calls because she's only interested in compounding. So what you want to do when you talk to a prospective small business owner is say, "what I'm going to do is double or triple or increase by 25% (or whatever you can do) what you're already doing". So you basically sell them what they're already doing. You sell them what they're happy with. And not working, so then when you get into the company and you start working, you find a few little things on the periphery that you can do some testing on and then you come back and say "I'm terribly sorry but we just made you \$100,000 this week by accident and it's not what you're comfortable with. Do you want to stop?" Well what do you think their answer is?

Michael: No.

Glenn: No, no. go ahead. Keep going.

Michael: Let me ask you this. Let's say- I've got consultants out there talking to businesses and they're trying to get clients, they're the consultant and they're going to go in and identify unexploited opportunities where the client isn't maximizing their Hidden Marketing Assets.

Glenn: There's a better way for them to do it. I've been doing this for 20 years, my goal was to be a mini Jay Abraham because I had a newsletter that required content, I do a lot of free coaching, a lot of my free coaching turns people into clients, I get referrals to people who do become clients, so you know – it doesn't go to waste but a lot of people aren't willing to do that. So here's what to do instead. Came across a guy at a \$25,000 seminar that was writing \$750,000 proposals. Now, he calls it an action plan. He said the word "proposal"- inside the

word tells you that the client might say no. Because you're creeping up to the guy tentatively, timidly, saying "we propose, Sir, that you do this", right? He said no, don't want to do that. He said I talked to a guy that makes \$25,000 a day and he says, "forget the proposal. Do action plans". Because people like to think of themselves as action-oriented. Alright, so I don't write proposals anymore, ya know? Action plans. Number 2, he figured out a way to get a prospect to pay him before he's been hired. Interesting.

Michael: Very.

Glenn: Yep. So suppose he meets him at a networking event or he calls him on the phone because he reads a bout him in a trade magazine or however you come across these people. All of mine are by referral, but whatever you do, so call him up and you ask a few hypnotic trance questions, it's NLP. Walter Hilly, my \$400 million mentor says you cannot succeed in selling and business today without NLP. That's pretty cut and dried. So anyway, the guy's name was Ken and the man is a genius. He's former hippie. He said when he was young, he used to put a globe in his room, turn the lights off, smoke a little whacky weed and watch the funny lights. Anyway, he's working at Hewlett Packard and he comes up with this idea of interviewing each team and figuring out what each person on the team wants and figuring out why they're all pulling in a different direction and getting them all moving in the same area. So then he innovated and they made a bunch of money with it- he created his own job, basically. This is HP; they need him back there from what I'm looking at. So he started as an independent consultant. I hear this over and over again. He hired somebody to help him and apparently his first wife or girlfriend was also doing consulting with him and he went on vacation and they pulled a truck up, he'd given a couple points of stock. So he no longer had 51% of his own company. So his partner and his girlfriend pulled a truck up to his house and emptied his office of everything he'd created in his life, 20 years. And then he found himself competing for the same customers. Said he wiped the floor with them. Just because they have the paperwork doesn't mean they have the skill, right? Or here's what he does and we've created a product that he still sells to this day and people call me, I need to create my version of this now that I think of this. I have a list up in my head – I've got 61 products but I can't do it fast enough. So here's what he says. He's talking to somebody and he says, "ok on a scale of 1-10, how happy are you with your business? If you had a magic wand and you can do anything, make any change, make any improvement, what would you do, pick one?" So he's got the guy up in the air in his fantasies, right? Emotions. Thinking about what his dream would be. So inevitably, he starts whinging. It's an Australian term for bitching and moaning. Whinging.

Michael: When he's thinking of what his dreams would be, he starts whinging?

Glenn: Ya, every single time when you do this, they won't tell you just- in fact, more than 50% of the time, they'll tell you something negative that they hate about their business when you ask them, what would you change? What would you improve? What do you really want? Sometimes, its 100% if you're a certain kind of person. You need both, if you're going to convince somebody to part with their company, you need to make the pain worse and you need to show them something that works or one of their peers or competitors. He'd get something out of them. Now he'd say, ok. He'd say, "I'd like to write something out and send it to you". So

he puts it in a page and he faxes it, or emails it or plays it on their voicemail and he says, ok “we’ve got a platinum version, we got a gold version, we got a silver version. Basically, what you’re telling me is wrong with your company, I can fix. Guaranteed or I’ll refund everything. But the platinum version, I need to fly out there and interview the people on your team. People at your company. You’ve got all these sales people and they’re not doing what you say and I can fix it.” Now remember, he’s working at the billion dollar company level. So he’ll say, “I have to fly out and talk to the people on your division, because you’re not meeting your goals and all of you guys are about to lose your million dollar incentive for meeting the profit goals that are set this year. So these guys, it’s not their money, they say “ok how much?” \$25,000 to fly him out and interview these people. The a Gold version would be do it on the phone, the silver version, he’d write the questions and they would deliver it to each of the people on the sales team or the division head team and then he would do a conference call. The platinum version, he actually does an offsite and diagrams all of the different people and explains, “ok you, Mr. Division Head, you want to go North but you don’t realize that the people you’re talking to, they want to go South, East and West. I won’t tell you who but here’s where they’re going. And why. And you aren’t communicating accurately, so here’s some suggestions on how to fix it. How to work with a lot of other clients”. So you get \$25,000 –guess what? By interviewing all of the top people at this division, or company, which is what I do, and you talk to the President and he’s got a big problem in this or that or his main income stream. You find out more about their business than the owner knows. Then you write a \$100,000, \$200,000, \$300,000 action plan, which is what I do now. And you put it in phases, ya know? Phase 1, phase 2, phase 3. And you get a big retainer fee; usually I can come up with something but I’ll make them 6 figures before they pay me. Now, do I get stiffed? Yes.

Michael: For more exclusive interviews on business, marketing, advertising and copyrighting, go to Michael Senoff’s [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com). So you give them the whole action plan, you spill your beans before you get paid?

Glenn: They don’t get the action plan but each of the segments is a cliffhanger. They can’t do it without me, I give them an idea that pays for the retainer fee that I’m asking before I start work on the 3 ideas, double triple, you know. It’s a lot more than they would pay me for a retainer. Now, do I get stiffed sometimes? Yes.

Michael: Ok give me an example of how you got stiffed. You don’t have to name names, so.

Glenn: One of the top attorneys in California is doing Living Trusts and I get referred to him and he said, ok I have a big problem. None of my customers are opening the mail that I send them, so can you fix it? I said yes. So I charge him \$50,000. He paid me a \$15,000 retainer fee. I had done something for him that he was really excited about, so he paid me \$15,000.

Michael: Did you do something for him first before you got your \$15,000 retainer?

Glenn: Ya.

Michael: So you gave first, and then built some credibility and value?

Glenn: People were coming to his Living Trust seminars and they'd make an appointment and more than 60% of them weren't showing up for their appointment and it was costing him millions. So I fixed that for free. We're talking millions of dollars. I designed a hypnotic, inside-their-brain 4-sided business card that answered the questions. I talked to some of these people and discovered the reason they weren't coming is because they'd be talking to a neighbor and say, "what? You're about to pay \$5,000 for a living trust? I got mine for \$500 or \$1,000". So they'd say "oh, I better not go to this appointment. That's too much money". But now, they pull out the business card and it says, well here's what I get on my living trust. And the person, if it's a relative or a neighbor would say, "oh my god. I don't get all of that. And it doesn't upgrade every year either. Who is this guy, what's the phone number?" So actually, we turned seminar business into a referral system. So he was really happy, so he paid me \$15,000 to fix his mailing problem. What he was trying to do was sell them stuff and the people weren't opening the envelopes that said ok, we've have a change in the law, they have to upgrade your living trust, they were throwing everything away. So the answer was pretty simple after I talked to some of them. We started writing a newsletter about what his retired customers wanted most. 3 things- and I've applied this over the last ten years, even the guy stiffed me for the rest of the \$50,000 but we found out that retirees want #1, to know what other retirees are doing to make money after they retire. More than anything else. So if you and I wanted to start a newsletter that would blast off and make \$1,000,000 a month, all we have to do is collect money making ideas from retirees and put it in there. Big money. #2, they want to know that they're getting older, their tongue and palette is getting bored, they want to know where they can go locally or when they travel to get better food. New, different, exciting, different tasting recipes and food. They want to eat out. #3, they need to buy stuff for their grandkids and people, so they're looking for places to get new exciting different toys and stuff for the kids. #1, 2, 3. So I wrote a series of newsletters, he started mailing them, and we had a stamp on the outside of the envelope, people opened them. Before he paid me for the next segment, I started the retainer, he said oops- we had to buy furniture for the office and we can't afford to pay you this month. I thought, ok I'm hearing trouble. Hah, so I called and charmed one of his receptionist ladies and she said well, we had a vote. And he said, would you like to pay the consultant or would you like new furniture and we all voted on new furniture. And I thought oh, you bastard. Now today, that would never happen. Because I have an instant handwriting system which, if you find somebody with- by the way, our former president Clinton had this in his handwriting. If you see anybody that's got O's and A's with big loops, double loops, it means pathological liar. It means they couldn't tell the truth if you were dangling him out the window, threatening to drop him.

Michael: O's and A's.

Glenn: Yep, O's and A's, if you have a double loop inside, a lot of people have tiny little loops because you don't tell the truth about everything. That's ok. Everybody has little secrets.

Michael: Is this a cursive A?

Glenn: Cursive O's and A's. Capital and small. If they cursively write them, never do business with that person. They can't control how they write. So there's 30 other hell traits like

that and Walter Hilly, my first Golden Rule mentor used that on everybody because you can destroy yourself. If you marry someone like this, if you have a customer, you have a client, or a vendor. And he's been right.

Michael: How do you get a sample of their handwriting?

Glenn: You don't need it. Just tell them you'll do a fun handwriting personality profile over the phone and go through a whole bunch of my stuff and you include some of the hell trait letters in it and you don't tell them the bad stuff. They're happy because you get a whole page full of compliments that are deadly accurate. So this is for beginners and people who don't have any surefire way. Works great.

Michael: If you're doing it over the phone, how do you see their letter formation?

Glenn: Want me to analyze your handwriting over the phone? I can do it. Right now.

Michael: Ok.

Glenn: Alright, so write a few sentences on a blank page or whatever you've got, unless you have some handwriting cursive in front of you. Write a sentence about something, choose. I don't care, and then send it. Tell me when you're ready.

Michael: I've got it.

Glenn: Ok. On my audio CDs which is hundreds of case studies where I'm actually doing this with real people, so you can see how it's done, you ask questions like, when you look at your handwriting and you look at the lowercase o's and a's, do you close the loop?

Michael: I'm looking at my a's. I did not close my "a" loops but my "o"; I have 2 o's that were closed. No, my a's I did not close. There's 3 of them, I did not close.

Glenn: Ok that means that you tend to be talkative. If you are talking to somebody who closes all of their lowercase o's and a's, that person is very tightlipped and probably either shy or really standoffish.

Michael: Interesting.

Glenn: I'm like you, I have some of my O's and A's open, some of them closed. So that means, depending on who you're talking to, if you know them, you'd be a Chatty Cathy type. If you don't know them, it means you're rather reserved until you get comfortable. Right?

Michael: That would be accurate, yes.

Glenn: Ok. Alright, so look at your i's. How close have you dotted your "i" to the trunk of the lower case "i"?

Michael: I've got one "i" in this sentence and its pretty close, actually. Very close.

Glenn:            Alright, that means you're good with details. You'd made a good CPA. The closer you dot your i's. I dot my i's like half an inch away. Bing, bing, bing, ya know? I can force myself to do detail work and have gotten good at it, but I'm better with bigger picture things. Oh another thing that goes, did you write on a blank piece of paper or lined?

Michael:          I wrote on a blank piece.

Glenn:            Perfect. Alright, does your handwriting- is it level across the page or is it sloping from left to right or is it sloping up?

Michael:          Its level and its sloping towards the right.

Glenn:            Based on that, we combine the fact that you dot your i's close to the trunk and if you write pretty level on a blank sheet, that means you try to get things right the first time. You're sort of a perfectionist. So if I'm communicating with you and I did this correctly without even doing your handwriting, I sent you a list of 15 stories that you could look at as we talk. We haven't talked about of them because you insisted on, "how did you get started, Glenn?"

Michael:          That's ok, that's alright.

Glenn:            But in other words, it changes the way that you deal with people because you can tell enough about their personality to change the way you would normally communicate. You can close clients and get money from people that you would never ever be able to succeed with because they communicate differently from you. So let's get another one here. Are your O's and A's and smaller case letters about the same size? How tall are your words?

Michael:          They're about the same size, it's all pretty even. My A and O is very close.

Glenn:            Are the lowercase o's and a's the same height as the capital and the O's?

Michael:          They're smaller.

Glenn:            Good, ok. A lot of people, especially receptionists and young people will tell you that the L's and T's and lowercase O's are the same height. That tells you they're either very young or very immature and they're always in trouble because they can't predict any results of their ramifications of their actions. So if you're hiring somebody, a lot of my customers call me before they hire a new person because we need to do a quick handwriting analysis. Here's something weird. In Europe, you can't get a job without a professional handwriting person checking to make sure you're going to be a good link, a good fit with the rest of the team.

Michael:          All through Europe they really integrate this?

Glenn:            All through Europe. Yep. United States, nobody's ever heard of it. So anybody who can read handwriting over here, you're considered a super star.

Michael:          Well what about all the people who are losing their ability to write because of technology and computers and they're not teaching it in schools?

Glenn: If you're doing it, I can only do your handwriting if you write in cursive. So a lot of people will only print. So you say, ok. You can find a few things, but it's not as accurate with cursive. You've got to have them write something. So once in a while, you come across someone who says they can't write. Alright, well then I have other ways of getting to it and that's another couple stories. Last point for handwriting. How big and wide and long are the loops on your Ys, G's, J's?

Michael: They're not exaggerated. You're listening to an interview on Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Glenn: Alright, so are they bigger than the rest of the height of the letter or are they like a quarter inch long or you know, how big?

Michael: The loop going down?

Glenn: Ya, the loops that go down.

Michael: They're about twice the length as the lower case letter.

Glenn: Alright excellent. The larger and longer the loops on the Y's, G's and J's, the more energy the person has. I often can tell people, you need to exercise or walk. You need more exercise. Now somebody who is tired and sickly and it shows up and their handwriting is not a good client. They won't do diddly. For somebody who's got more energy, really important if you're doing any kind of communication or selling, business or business or consulting, whatever. If you're talking to some tired person, not a good prospect. They don't have time to do extra. Ya know? And with consulting, it requires extra. If they paid you and then you discovered this, well you need to hire somebody or work with someone else or it won't be them. Anyway, this is how you read minds and figure out whether they're a good prospect and what they're good at and how to write their action plan to get them to send you money.

Michael: That's very interesting.

Glenn: Well I don't know of anybody but Walter Hilly that was doing this. I haven't come across anybody else. He died recently, so I really miss him. I could call him up with any catastrophe and he'd been there, done that and had good advice.

Michael: Have you been able to get some really large retainers with some of your clients?

Glenn: Ya, I don't write anything but 6 figure stuff now.

Michael: So if you're going to write for someone and you have a client, you're going to ask for at least \$100,000?

Glenn: Ya. Why do it for less? Because I can do a conference call with somebody and in an hour, I'll find 5, 10, 15 ideas that can 10x their income. Ok, so you get 10 ideas, 10x, we can talk about 100x more. So then its, ok how do we find something that you can multiply without hiring a bunch of employees. We try to find the high leverage stuff and focus on that. My first 10 consulting clients I blew the doors off. They made too much money, too fast, I got

fired. So eventually, you wise up and say, ok we're going to grow them 10x or give them this massive stream of income, we need to figure out what niche we can start in and do it so that they don't fire me because they can't keep up. You get a phone call and say, "we're good for the next 10 years". You know? You're fired. "Thank you very much but by the way..." hah! I don't like that.

Michael: So how do you do it now? You get a nice retainer up front and how do you insure that you're going to be compensated?

Glenn: Well remember, I just gave you some advice about how to do it. So suppose I get referred to somebody. I found a guy down in Florida who is doing, he called them, pub crawls. He'd find some restaurants, and he would convince them to give away to his group that he's bringing around within walking distance on that block, give away a sample of the main entrée, maybe a drink and something alcoholic. So he'd get them a little inebriated. So then he would sell 20, 30, 50 people. Get them to meet at the same time, and he would take them on this pub crawl. So when I met him, he was charging – I don't know, he'd get like \$5 profit. He was doing it in cahoots with something else. So I told him to triple his price and start asking people for testimonials. So he had 2 sales that he wasn't making. So we 10x his income. He wrote me a testimonial. The one thing, and we put this on an audio CD that he can now hand out, or send as an MP3 to prospects. Instead of one on one selling people to his pub crawl, he doesn't do that anymore. We do interview them and send a page full of testimonials, proving that people who visit will come back and spend money. So that gets people to sign up on the restaurant side. Here's what he does now. He goes to a school that needs to do fundraising. Goes to a high rise, upscale building manager, who needs an incentive when people spend \$15,000-\$20,000 a month on an apartment or a condo, he needs a bunch of incentives, bonuses. He goes to a charity or a non-profit and puts together a huge series of pub crawls for all off their list. So he's now, instead of putting 20, 30, 50 people, he'll sign up a couple thousand at a time for his business and he gets \$35 instead of \$5. So he's a happy camper. But I said ok, we leverage. Instead of you visiting, we just mail this thing or call on the phone. So you know, he's a lot more effective that way as a sample of a recent one. I also did this with a magician. Found out he had two back of room things that he was doing at his magic shows. We found 10 more magic tricks. One of the things I do, I work with a bunch of magicians and we need grabbers, if you're going to do public speaking or sales, you need a way to get people awake. So magic, it's really helpful. Alright so we started, promising to talk to people about how Steve Jobs sells.

Michael: Yes.

Glenn: So we're back to Randy. Our first interview, we were talking about Randy the Black Ops retired CIA operative. Randy was a genius. I mean, he was able to do stuff with software that I've never seen before since he could go to my website and do a couple things with software and tell me the previous 5 websites that people visited before they came to mine. Well that's valuable when you're doing joint ventures! And where they went. So Randy, one of his part time things he was doing, he had this little website. He bought an Apple, he loved it.

He mastered it and have you come across and software where you put the cursor up on the right hand corner and the page sort of curls over? As if you're turning the page?

Michael: Yes, I've seen that.

Glenn: Randy wrote the code for that.

Michael: Interesting.

Glenn: Ya, nobody had ever thought of it. He literally had a book you could buy virtually that you could turn the pages of and it's not out there yet. The Kindle should be using but I don't think he ever sold it, so somebody stole it and its getting out there a little bit.

That's the end of Part Three of our Glenn Osborn Interview series. Please continue to our final Part, Number Four.

### **Part Four: How To Land Business Deals With Billionaires**

When a billionaire calls to do business, pretend you're too busy and reschedule for later. According to Glenn, you have to "credential" yourself like that by forcing billionaires to follow you. Otherwise, they probably won't do business. It's all part of the "psychological" game that works when you're dealing with the affluent. And in Part Four of this interview, you'll hear all about that including how Glenn helped one of his friends use NLP on Steve Jobs – and it worked despite the fact that Steve was a huge NLP user himself. The guy ended up selling his free site to Apple for millions. You'll also hear...

- The secret way Glenn analyzed Steve Jobs' handwriting, what he found out, and the sneaky way he used that information to "sell Steve on his own ego"
- The key strategy Glenn's friend used to talk app developers into giving their apps away for free on his website, how he built everything up, and how he sold it for millions
- The ways you'll want to "mimic" a billionaire when you do business with them (or anyone else) – they won't have any clue what you're doing, but psychologically they'll like you right off the bat
- The NLP tricks Steve Jobs used in college to pretty much get an education for free
- The "Steve Jobs sugar packet technique" – and how a makeup girl in Nordstrom used it to quadruple her sales
- The hidden dangers of using NLP without establishing an anchor first
- The address to Glenn's secret "invite-only" website – what you'll find there and why he actually pays a web guy to keep it hard to find

Glenn has pretty much seen and done it all. As a worker at Jay Abraham's seminars, he's heard the kinds of inside secrets, tips, and tricks that go a long way in sales and marketing. He's grilled millionaires for years on how they make their fortunes, and he's

a whiz at the “mind control” psychological tactics you can use to persuade people without them even knowing it. And in this four-part audio, you’ll hear it all.

Glenn: Alright, so Randy’s got this website that Steve Jobs bought, eventually. Turned into the App phenomenon. But he was calling up and saying, ok let’s give away one part of your first part of the Apple software and if they want the finished or the improved version, you can sell it as a back end.

Michael: Clarify. Randy was doing this on his own? Or he called Apple?

Glenn: All by himself.

Michael: So he had a website by himself that did what?

Glenn: He gave away thousands of, well he started with 1, then he had 100, then he had 200. Then he had 500, then a couple thousand. Then he had 5,000.

Michael: 5,000 what?

Glenn: Apps.

Michael: Oh free apps, I got you. So people who had apps could sign up with this website and give their app away?

Glenn: Well no, it wasn’t that easy. They weren’t going to give it away. Randy had to call them up and explain that, ok my website is getting more hits than Apple. And of course, when he started it wasn’t that big. He said we’re getting thousands of hits. And here’s the snapshot.

Michael: Why was it getting that kind of traffic?

Glenn: Nobody else was giving away thousands of free apps.

Michael: Well whose apps were they?

Glenn: The inventors. He’d read about somebody in an Apple magazine or he’d be online and they’d come up with something cool and he’d call them up and say, how would you like to give this away on my website and you’ll get a list of thousands of people that will then turn around when they out roll it, you come up with a new version, which you’re about to do, and they’ll buy it. Oh ok, good idea. How do we script it? So he would help them make the offer, write it up, put a link to it, give it away. But pretty soon, his little “we try harder” website was getting more hits than Apple.com. At this point, he calls me up and says, ok Glenn. I want to get Steve Jobs on the phone. I said ok we can do it. He said ok, what do I do? Great thing about Randy, he took action. I mean, massive action. I said well, I’ve seen Steve Jobs’ handwriting analyzed. Did you know that he has lowercase S and a lowercase J in his signature and the handwriting analyst said that means he wants to be special and different and stand out like Barbara Streisand (she changed the spelling of Barbara- “Barbra”- just to be unique). So I

said, lets sell Steve Jobs his own ego. He said ok, I like the sound of that, but how do we do that? I said ok, well Steve's been partially responsible for the Mac, I had an Apple 2E, Apple 1, all these different machines. Let's put some video together. We're going to have a website, thanking Steve Jobs for all of his contributions to making our lives wonderful. I said, we're not going to do it normally. You've got all the special software. Randy would create some software. We had a medal with the flag waving in the breeze. And across the flag, we would march Steve Jobs having his hand shook or getting an award. He said, ok got that done. I said, let's make it weirder. Special. He said, ok what can we do for the flag? I said well, you could have something pull the flag- how about a butterfly or a bug of some kind? I think we came up with a wasp, a butterfly, a couple beetles were pulling the flag across the field, and then it would disappear. Then another one would start and I said, why don't we have the bugs talk? So we had talking bugs that were saying nice things about Steve. We were talking right to him. And then we'd also have talking windows, like a cartoon. So we had it in print and audio. So we got all this, we went to Steve's major parts. He said, ok I've tracked down Steve's girlfriend from college; back in college. And I've got the phone number for Steve's office Gal Friday-receptionist. I want to find a little bit more out, but let's see if we can get Steve on the phone first. But meanwhile, he wanted to talk to the girlfriend. Ok, so he calls up and says, ok I'm dealing with a guy with a couple hundred million in Texas. He's got this accent. Earl's a character. So he says, when you're dealing with billionaires, you can't let him push you around.

Michael: Wait, who's the guy who has the accent?

Glenn: That's Earl.

Michael: Who's Earl in the story?

Glenn: Earl is one of my mentors.

Michael: Why did y'all call Earl? How did Earl come into the picture?

Glenn: Because Earl gave me advice on how to deal with a billionaire.

Michael: Oh ok, so you got advice from one of your mentors, Earl.

Glenn: Right. I got dozens of mentors. So call up Earl and I said Earl, we want to get Steve Jobs on the phone but how do we do it? We got the sweet candy. We've got the website, all the compliments, the awards, we've got it all ready but once we get him on the phone, how do we get him to listen? How do we get him to buy? He said, ok. Here's what you do.

Michael: Do it in his voice.

Glenn: He calls up and said, Earl Martin from Houston, Texas. I can't do it. He's got this twang. Grew up on a cotton farm, you know? Earl's been in 50 different businesses. More stories. He's sold airplanes, he's sold cotton. He's invented his own software program to invest in the stock market now and he's made hundreds of millions of dollars, so the guy's a wizard. So he says, I'm doing this barter deal where we take stuff out of bankruptcy and people can buy

chunks of it. So he says, I'll focus all of the stuff on one page, send it to a billionaire and then call him on the phone, just to make sure he's got it.

Michael: This is Earl's idea?

Glenn: This is Earl. He goes ok, once you know that the receptionist or the Gal Friday, she's got it and she puts it on the man's desk. Then you hang up. When the billionaire calls you, he says "Earl this is great, can you come over? I'd like to talk about this right away." He says, "wait a minute. Let me look at my schedule. Oh I'm terribly sorry, I have another appointment. Can we do this maybe Monday?", for example today is Friday. If I had a billionaire call me, I'd say "well I've got to go out to lunch with my Father, I'm terribly sorry, but I don't have time. Could we reschedule? What have you got Monday or Tuesday next week?" Now Earl says, if you don't do this, the guy will never spend money with you. I've found it's not just billionaires. Unless you credential yourself enough that people will answer some of your questions. They will never buy. So you also have to get them to call you or chances are they won't buy. The first second, ok, so full circle, Randy say are you sure you about this? I said yep, Earl wouldn't lie. He's doing business with a bunch of billionaires and he forces them to follow him, otherwise they don't pay. He says, ok. So calls the receptionist, gives her the Steve Jobs website. She goes and looks, "oh my god. Steve will love this". Send it over to Steve. 24 hours later, the receptionist calls- Executive Assistant- says Steve wants to talk to you and Randy says, I'm terribly sorry but I'm busy right now. I've got to pick up my son and I have an appointment. Maybe we can do it later in the week. When does Steve have some time free? And he called me on the phone and said, "I hope you're right. I just hung up on Steve Jobs". And I said, "good going. I'm proud of you". Alright, so I said can you put me on the phone, I'd like to listen in on some of this. And he said ya, I'll let you listen in. So the receptionist calls back, the Girl Friday, she says Steve tells me that I'm going to be fired unless I'm successful at getting you on the phone. He wants to talk to you. So here's his home number, in case we get disconnected.

Michael: Did she call back the same day?

Glenn: Next day; didn't wait for the appointment. Was supposed to be later in the week, but nah. How often do you think Steve Jobs was told "no" by some small business owner, can't talk to you right now?

Michael: Never.

Glenn: This was a new experience right? Which was another important thing. This is psychology that I've learned from Dan Kennedy and a lot of other people. When you're dealing with the affluent, that's one of the reasons for my test, when you go to [www.NLPbrainbuzz.com](http://www.NLPbrainbuzz.com), unless you pass that test, you can't buy my exclusive, dangerous, most profitable stuff. Literally. If you send me money, I refund it. I also change the prices. If you send me \$1,000, I change it to \$10,000. So if you pass the test, you get a 90% discount off of that. This makes it doable. But when I'm dealing with a client and they go to my website and I give them 5 things that are worth \$15,000 or \$17,000, they're basically happy because they don't know about my little side business of working with entrepreneurs. So they think they've got \$100,000 worth of

my stuff. They are basically happy. But basically, my niche is self-made millionaire entrepreneurs, small business owners. And they are tightwads. If I ask them, how much will you pay? Another thing I do is I say ok I've got a new product, I'm thinking of selling it for a bunch of money, but how much would you pay? Whatever the price you say, so then I'll send everybody all the votes. Guess who votes \$7 on a \$700 product? The guy that owes me \$20 million. They are so tight, they squeak. And I delight in torturing them with their own greed. So anyway, this bit with- Steve Jobs, he never gets no. So we told him no. We're having a ball. Randy calls laughing, says "I hope you're right Glenn because I just said no". Alright so the receptionist/Gal Friday calls back, says "I'm going to be fired unless I put you on the phone with Steve". Alright so Randy talks to Steve for a couple hours. They're both cancer survivors, Randy just got from his second tour back in Iraq.

Michael: How long ago was this?

Glenn: This was probably 5, 6, 7 years. Steve had been diagnosed with cancer, had been operated on and had a few years of life left and he was still on an airplane everywhere. Remember, Randy is ex-CIA.

Michael: You're listening to an exclusive interview found on Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com) Is Randy still alive?

Glenn: No, he eventually-

Michael: Oh ya, you told me. Cancer.

Glenn: I was keeping him alive. He signed up for an expensive experimental program with all the money we made him and the doctors killed him with some experiment that they hadn't tested. But basically, Steve recognized that Randy was getting millions of hits and he had something and he wanted it. And Randy said, I can't really afford to fly over, so Steve sent his 747 to pick him up. How many people can say? Ya, he sent him down. And he was about to give one of his keynote speeches at one of the Apple get-togethers with all the software people, where he announces all the new stuff. Now, this will be interesting to you because to my knowledge, I never seen this in print. How does Steve do joint ventures and leverage his time? So #1, Randy my ex CIA guy, calls me up after he gets to Steve's hotel and he says, "Glenn you're never going to believe this but there are pin video cameras in every cabin in that plane and recording devices". Now, did you read the biography of Steve Jobs by Walter Isaacson?

Michael: I did not.

Glenn: Alright, I did. In the book, he reveals that at age 10, Steve set up – what did he call it? Like a stereo system in every room of his parents' house and his father busted him listening in. He was spying on his parents. He was in the closet, listening to his parents. His father made him rip it all out. Alright, so from age 10-age 50....

Michael: He was a spy.

Glenn: Yep. Steve was not all sweetness and light, let me tell you. Anyway, so Randy prepared. He figured out what kind of blue jeans Steve wore. Steve wore a special brand and his shoes and his shirt and he wore that, everybody else in the room that was there to do joint ventures was wearing ya know, a nice black or blue Brooks Brothers suit. There were about 50 CEOs, Presidents of companies, top joint venture people there to do business with Apple and they were in a big banquet facility with free food. Alright, now picture this. Randy is talking to me on the cell phone. He says Glenn, "this is funny. Ok I'm painting you a picture. We've got a giant wall of food and free stuff and there's 50-75 people all dressed in suits. I'm wearing blue jeans, Steve's special shoes and the shirt- a sport shirt and a three foot red crab hat". I started laughing and I said, "I bet nobody is standing close to you". He said, "close? They're at the other end of the room, it's hysterical".

Michael: They're all staying away from him?

Glenn: They're huddled as far away from this nut as they can get. I said "Randy, you're the only entrepreneur in the room, aren't you?" He said, "yep".

Michael: Oh my god.

Glenn: We sent a whole bunch of gifts along, we got some special stuff just for Steve that we put together, all customized based on what we knew he liked. And he was wearing this giant crab hat, so I said well I know you're going to go #1, he said "damn straight". So when the little secretary came in to check on him, she says, "Steve would like to talk to Randy first. That would be you, right?" And he said, yep. Yes ma'am. And he walks in, anyway Randy got more than \$5 million for his little website.

Michael: Wow that is wonderful.

Glenn: And he's still negotiating it up because he was still improving it until the day he died.

Michael: What would Randy's site called?

Glenn: Oh its gone, it's not there anymore. I don't even know where he got the idea. He bought all the rights, everything.

Michael: He did it because he was different.

Glenn: Well Randy came up with this himself for Steve. Because Randy knew it would be valuable and it turned into a billion dollar system for getting people to pay for stuff.

Michael: How is Randy and his sister there- they were kidnapped at age 5 by his mother's parents?

Glenn: Now we're getting into back, back, back. Well let's see. This sort of formed Randy's personality, as you can imagine. He says his father was a banker and his mother was a drug addict. She had married the banker against their very rich parents' advice, his parents.

She wasn't a drug addict when they were married, but she believed in – you know when you go to a gypsy and you get your fortune read?

Michael: Yes.

Glenn: Alright, well she believed in gypsy fortune telling. This is where Randy discovered something that shocked me. He's 5 or 6. And his mother is dragging him to the gypsy fortune teller and he said, she's throwing this dust. This is lucky dust. So he discovered that if he breathed threw his nose, he wouldn't breathe any of this drug that she was using on all of her customers. But his mother, her eyes were glazed and had big pupils. Somehow, his father bought an island off the coast of Taiwan or one of these places, it was an island that was owned by Baby Duck and some of these guys, Devalier. So he ended up on an island in a hotel visiting with his father, the Dictator of this place and he snuck out of his hotel room in the middle of the night because he was curious about these voodoo things. Basically, what he learned from him and his sister, his dad's parents didn't think that they were being brought up right, so they kidnapped him and the FBI were called in and everything and they were found them by tracking food that was delivered to this, it was out in the middle of nowhere, so they found him. It was on the front page and he said, they were right to some extent. His mother was being drugged and paying thousands of dollars to this gypsy palm reader. But he learned to breathe through his teeth and then he would take his fingers and scrape the drugs in the air off of his front teeth and spit it out. So when he got down to Haiti, I think it was, where Baby Duck was, he was in the hotel, he snuck out in the middle of the night and went to one of these voodoo church ceremonies. And again- said the voodoo priest is throwing the white powder. Ah ha! He recognized that, so everyone else is dancing and they're in a trance and going into tongues and all of this stuff because they're high and he's 15 at this age, standing there standing disapprovingly at the voodoo doctor. He comes back, next day, he sneaks back home, tells his father about the voodoo doctor, takes him part of the way back to the hotel and the guy says, you're making this up. But he said he was able to point to the voodoo guy and his group as their limo left for the airport, they were following them. And he said, don't come back or we're going to get you. Alright, if you want to wonder why Randy joined the CIA and became Black ops, he had no fear. His childhood, he just was an amazing guy.

Michael: That's very interesting. Good story.

Glenn: Well, I was able to watch some of Steve Job's business practices through Randy, it was really helpful. Then, while we were negotiating, Steve starts talking and says "we need an edge". We need to talk to his girlfriend. We spent a couple hours on the phone. She was still in contact with Steve. He was helping her make money. And she talked about the fact that now, this is interesting- we've got Walter Isaacson, in the book says that there was some guy that Steve walked in on while he was having sex. You should read the book, it's really interesting. And the girlfriend says "ya, that guy taught Steve NLP. His personality, hypnosis switched. He was really kind of shy and he was arrogant and he could switch on and off but he wasn't really outgoing. But then he met this guy and he was trying to sell a typewriter, door to door in college". That's how Steve met him. He was carrying the typewriter and the guy was

having sex. Alright, so if this happened to you in college, would you sit down naked and have an hour long conversation with the guy who came in with the typewriter?

Michael: So, was Steve selling the typewriters?

Glenn: Steve Jobs was the guy with the typewriter.

Michael: Probably not, but Steve probably went in and talked to him for an hour.

Glenn: Yep. That guy seems to have been the one that taught Steve really advanced NLP. Now here's why, this is coming from me and the girlfriend. She says soon as he met this guy. Turns out, from Isaacson, we find out that this man had been arrested by a whole bunch of cops, FBI, everybody. Because he had 160,000 doses of LSD on his person. In those days, that was like a quarter of a million dollars of LSD. Alright now, if you or I got arrested with a quarter million dollars' worth of LSD on us, would we ever get out?

Michael: Nope.

Glenn: He talked his way through the judge, the police, the jail, the penitentiary and god knows who else and convinced them to let him go to college on good behavior.

Michael: Wow.

Glenn: Then he talked his way to the President of several gold mine companies and became a billionaire in gold.

Michael: Who is he?

Glenn: Well, you've got to read Walter Isaacson's book because I've forgotten his name. I've got him in one of my programs, on my website.

Michael: What do you mean you got him in one of your programs?

Glenn: I dictated a 33 chapter audio book about all of this stuff and how to apply it to sales and marketing.

Michael: Is this where you learned a lot of your best NLP stuff?

Glenn: Obviously, I'm learning from billionaires. Randy did me a big favor by finding these people but he didn't know how to interpret what this girl was telling him. She said, after Steve met this guy, suddenly he decided he wasn't going to pay any money for college. Not only that, he wasn't going to pay any money for food or room and board.

Michael: The girlfriend is talking about- this is what Steve was like. Did she mention any of this in the book?

Glenn: At age 18 at this college that he'd forced his adopted parents to send him to, he made up his mind that they weren't teaching anything that was worth anything.

Michael: And he dropped out.

Glenn: Ya, so if you go on Google and Google....

Michael: "Steve Jobs Stanford speech", I've seen it.

Glenn: Ya, Stanford speech. Whoa. They shouldn't have let him speak. He basically said, you're wasting your time in college, graduates. It was hysterical.

Michael: It was.

Glenn: But I'm getting another side of it. He said, well you decided that he just walked down to the church and get in line and get some free food. No he didn't do that. Steve went to the magic shop, got some little magic tricks and he'd walk up to a minimum of 3 coeds. Not 1 at a time, 3 coeds. Sometimes 5.

Michael: For more exclusive interviews on business, marketing, advertising and copywriting, go to [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com). Where did you hear this story?

Glenn: From the girlfriend. She was holding Steve's magic tricks, waiting back a ways while he did his thing. Now for me, she didn't know that he was practicing NLP but this is where I was able to practice a lot of my NLP on college students when I was working on a University. So I would recognize what's going on. Alright, so Steve goes up to them and talks to the short, dumpy girl. Not the pretty one. And says, "would you like to see a magic trick, I'm trying to test out a new trick". Ya, ok fine. So he shows her a quick magic trick and says, "I've got an even better one". Then he doesn't do magic. He does NLP. So he'd ask her a trance question, put all 5 of them in a hypnotic trance and says ok, what we're going to do is give you energy. So he called it the elevator.

Michael: What question did he ask them?

Glenn: He'd start by saying, think back- there are times here at college when you're feeling a little lonely and upset and wouldn't it be fun if you had something good that you could rub like a rabbit's foot and you feel good? Ya, ok. So I'm going to give you some magic. So he hands out a sugar packet to each of the five girls. And the girlfriend said it was her job to go to local restaurants and raid the sugar bowl and get all these sugar packets, so she'd bring them back so he'd have plenty of ammunition. Alright so, this has been basically a sugar packet anchor. So he'd ask the girls, say, "ok can you remember back to when you were just a little girl and maybe you had a best friend". "Ya, we can remember that". "And maybe you had a crush on some young little guy or when you got a little guy, you had a crush on a teacher or a fellow student. Can you remember your first crush? What about your first love?" And he had them rubbing the sugar packet. "Your first date, your first hug..."

Michael: Each one of the girls is rubbing and holding the sugar packet?

Glenn: Yep. Now remember, Steve Jobs is a control freak. Now I don't have time to walk you through everything he did because I've broken it down and I've tested it and that's why

I got in trouble with this girl at Nordstrom's. I taught her to sell cosmetics using Steve Job's sugar packet technique and she increased her sales by 3 or 4 times.

Michael: You've got to finish the story with the sugar- so they're rubbing the sugar packet. Then what?

Glenn: Alright. So they rub the sugar packet and Steve Jobs is a control freak, remember? So they all have what is called, in the world of hypnosis, "an anchor". Except it's an anchor that in 3 or 4 weeks of rubbing, anytime they feel lonesome or sad, they get out the sugar packet and rub it. Ah, I feel good.

Michael: And Steve tells them this?

Glenn: Ya, anytime you feel lonely or upset or your boyfriend insults you or you're unhappy, just rub this sugar packet and you'll feel better. And it does but in 3 or 4 weeks they wear through it and he says, come back when it wears out, I'll give you another one. Well each time, he's getting them high – you know, they're the equivalent of drunk- he says, ok who here is going to buy me lunch? So he gets a free lunch every day and somebody lets him sleep on the floor. He's not sleeping with all these coeds, he just borrows their floor.

Michael: So when they come back for another sugar packet...

Glenn: Then he gets another free lunch.

Michael: Well why can't they just get another sugar packet from somewhere else?

Glenn: Ah, cause it doesn't work. Only if Steve fixes is for them, it's magic after all. Their sugar leaked all over their hand and it doesn't work anymore. And he told their unconscious minds, this won't work when its broken and when it's worn out you have to come back, and I'll magic up a new one. He doesn't tell them that they're being hypnotized. So I'm telling people, ok- if Steve doesn't eat and doesn't sleep inside unless he successfully sells. Now how do I know that this gets somewhere? He said within a few months, Steve is going to Woz (Wozniack). And said ok, we need to make some money. Invent something. So Wozniak runs out, Steve's new tech. Did you know Wozniak invented the floppy disk drive?

Michael: I did not know that.

Glenn: Guess who? He invented the floppy disk drive. The guy is a genius. They met in high school and started going pranks. You outta read the book, it's interesting. They got thrown out of school a couple times for doing nasty stuff. Alright so Wozniack would need to invent something new and Steve says ok, I'll go sell it. Now at age 15, Steve had called up the CEO of Hewlett Packard (which was David Hewlett) and said, I'm working on something in school and I needed to buy some parts from you guys. He called the CEO on the phone! So he's not shy. Basically, he says I'm going to sell this to the CEO of whatever- this billion dollar company. Now remember- Steve hasn't shaved in a week, his hair is down to his shoulders, he's wearing a table cloth and barefoot. Ok, so Steve needs to gussy up the outward appearance a little bit to get in and talk to the CEO. So he takes his girlfriend, he says "ok,

you're going to stay with the guy that I find whose shoes matches mine". The girlfriend says, "huh?" He said, oh you just watch. Steve walks up and down the hall and says "ok, stop a minute. Let me compare your foot to mine". When he finds the man who has the right shoe size, he hypnotizes him out of his shoes and says "sit there next to my girlfriend and I'll be right back". So Steve puts the guy's shoes on, takes the tablecloth off, he's got a good shirt on, and goes in and talks his way through the receptionist, the secretary, the executive assistant- how do I know this? I've seen interviews with CEOs of billion dollar companies, big companies, who said "I don't know how Steve got into my office because he looked like a bum but I paid him \$25,000 for this new technology that he had for sale and he was really compelling". They didn't know how he got there. Alright so I'm taking all these educated loops based on my personal experience with sales, really advanced sales. Then later on, Steve is doing joint ventures with the CEO of Dell companies and they're saying well, we never saw the phone until the day before it was launched. Steve is the only one with the iTunes store. He personally went to Madonna and all these billion dollar musicians and got them to sell their tunes for \$1 each. It's like herding cats.

Michael: So he did that personally. He had this idea and said, "hey Madonna how would you like to do a deal?"

Glenn: He took a Macintosh to Yoko Ono's birthday party and was on the floor with her son, showing him how to use a Mac, the paint program and Andy Warhol started his first computer learning right there on the floor with Yoko Ono's son and Steve Jobs. He had cajones. So this combination of being an SOB and being able to basically hypnotize anybody into doing what he wanted, and being a control freak, he had a lot of failures but eventually he got the kinks worked out and took Apple to where they are now. Now if you're investing in stock, I would say it's a safe bet for the next 10 years because up until Steve died, he was creating new product for their pipeline. So they'll have a whole series of things, now Steve didn't just think of this. He found somebody that was already selling it and borrowed it. And just did a better job with it. Everything that they sold at Apple is already tested and proven and then they did a lot of testing before they launched it and Steve of course, took credit for being this visionary but no no no no no. It's being tested. Why do you think they keep finding tech in bars? I mean that person was in a bar and had a few drinks while he was trying stuff out with people. Anyway, what I've done is gone out and personally and with my network of worldwide flirt testing, people we've tested specific ideas I got from Steve Job's girlfriend, and chumped it down so that we can use it. So I have a \$99 program, which is one of Steve Jobs magic tricks that he did with coeds that can be applied anywhere. And now I have a \$700 program which is 33 chapters, so people can buy what they want.

Michael: Is there a place someone can see all your 60 products that you have on your website?

Glenn: Ya, go to [www.archive.enchantedNLP.com](http://www.archive.enchantedNLP.com). Now you'll notice, it's really ugly. It's white background, with print. There's a reason for that. I started testing stuff on a dare on Ebay. I'd write a sales letter, create a product and sold a bunch of them, for like \$15,000. My first product was Bartender's Guide on How to Make Women Jump. It's a way of getting your

waitress or anybody to come running to your table, when you're at a restaurant. So I made \$15,000. Then I came up with another product, then somebody from a month ago would say, oh I want to buy that. Well I didn't have a website, so I thought oh drat. So I hired some terrible person who didn't know what they were doing and said, just put this up on a blank page on a website. Ok fine. I paid him \$50. Basically, I store everything I do; it's my Oprah Winfrey journal. All the interviews I do that I put in newsletters. All the audio. All the radio interviews. Your interview will eventually be up there. I've got over a billion dollars' worth of case studies that I give away.

Michael: Well where is all the free stuff?

Glenn: The free stuff, you go down to the bottom and there's over 2000 newsletters.

Michael: You're listening to an interview on Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com) The Easy Archive? #2,377. You've got them all in order?

Glenn: All in order.

Michael: How many years have you been doing the newsletter?

Glenn: I've only been doing it for a decade, maybe 12. So it's a long time.

Michael: Listen I remember when I was buying and selling Jay Abraham stuff, I was looking for that interview I did with you.

Glenn: It's there somewhere.

Michael: Is it up on the site, still?

Glenn: It was years ago but people tell me they heard the interviews.

Michael: Ya, when you said that, I forgot about it. I was going to relisten to it. I've got it somewhere.

Glenn: Would've been 20 years since we did that.

Michael: No I don't think it's been that long.

Glenn: Remember, Jay Abraham was 1989 and I went back 15 times and you called during that period, the first few years. So it's been at least 15.

Michael: Ya, maybe 15 years. Ok so here's all your free easy archive. How often do you write one?

Glenn: Well it's for me, so I don't lose track of really good stuff. So if I'm doing a consultation with somebody and we come up with a great idea, for example I'm working with an SEO specialist who works with big insurance brokers, so we're trying to beat their advertising right now. So when we come up with something that works, I'll put it in a newsletter.

Michael: I see.

Glenn: Everything there is making money has already made money, or is on the path towards making money; it's not theory. So it's really valuable and we show you how to apply \$100 million idea to something that's smaller.

Michael: Are you getting a lot of natural SEO search engine traffic?

Glenn: No, I've instructed my Web Master to make it difficult to find.

Michael: Why?

Glenn: I don't do SEO, I do by referral, by invitation, I write articles and I post on blogs and forums. And then you have to take a test if you want to buy the advanced stuff. If you buy something that's too advanced, basically, I either return your money- I got tired of that, so I marked the price up. You'll see \$10,000. Not many people buy cold, even after they read through hours, I get calls- people complaining, saying "I just lost 4 hours of my life reading through your website and listening to your taped radio interviews."

Michael: Do you have free radio interviews on here?

Glenn: Ya, there's a bunch of them. You go down the middle about 8 or 10 inches and you'll see a whole bunch of audio links to Mp3s that I own.

Michael: Ok let's see here. First 60 weird web links?

Glenn: Right in the middle of the page, about 6-8 inches down. Bing bing bing. Now remember, I'm storing it there. It's not pretty, I'm not designing it for you. This is an experimental dangerous website. I've had to mark the prices up to keep, just for my convenience. Now why is my stuff different to other people? Well I can tell you that it was a shock to me when I get a call from a guy on an airplane saying, "help! I've got a woman following me to the men's room". I didn't do anything. A guy works for Boeing, calls up, "help! There's a woman who works at Boeing who showed up at my porch at 1 in the morning, she wants to borrow a cup of sugar". "Help! I live with my mother and I've been talking to the married lady out at the mail box, and she wants to marry me, divorce her husband". Alright well, I said ok let's find out what's going on. So I ask him questions and he said, "oh I wasn't doing anything, I was just using one of your questions in your enchanted NLP to get the hot buttons to find out what women like". So they'd say, what do you enjoy most about shopping? This is the guy at Boeing. And then the next day at lunch, he's eating with this gal, he said what do you enjoy most about taking a vacation? He said, I was just asking one question. Same thing. Well did you use an anchor? No. Well that means she's now addicted to your face and your voice. You are the emotion anchor and she doesn't feel good because you've got your energy and emotions all hyper accelerated, so she's following him around Boeing. The other thing we discovered is if you buy a bunch of my advanced CD programs, How to Sell with NLP and you listen, that's why the test. If you just listen and don't take action, your unconscious mind begins to hypnotize the people around you without your conscious permission or awareness and guys freak! And I lose sleep. Well, I had to deal with a bunch of the top guys who own their own

island! Nobody told me this was possible, so I had to step back and say ok, what can we do? So now you have to take a test. It turns out that if you show that you're an action oriented person, you're golden rule that you will go out and try some of my flirt testing, free stuff, at [www.NLPbrainbuzz.com](http://www.NLPbrainbuzz.com) ,hey- this doesn't happen to you. Because you're consciously and unconsciously practicing billion dollar NLP.

That's the end of our 4 part interview with Glenn Osborn. I hope you've enjoyed it and for more great interviews, go to Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com)